1003071050

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

6

1A - 1

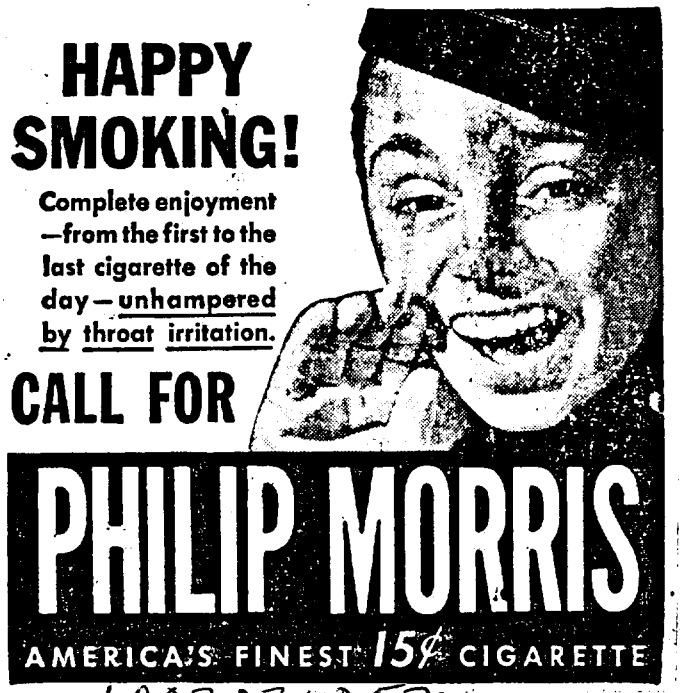
PHILIP MORRIS

NEWSPAPERS 1940 - 1941 - 1942

1003071051

1A

Source: https://www.industrydocuments.ucsf.edu/docs/



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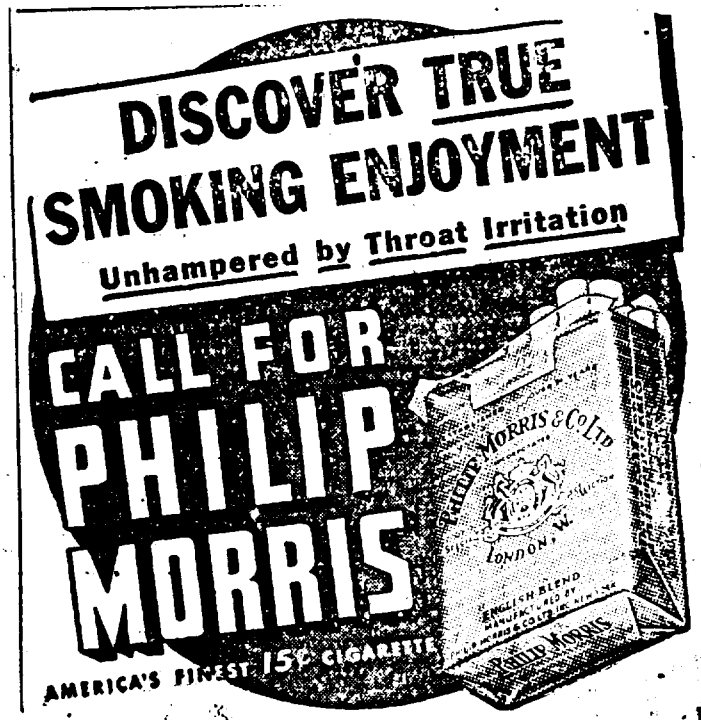

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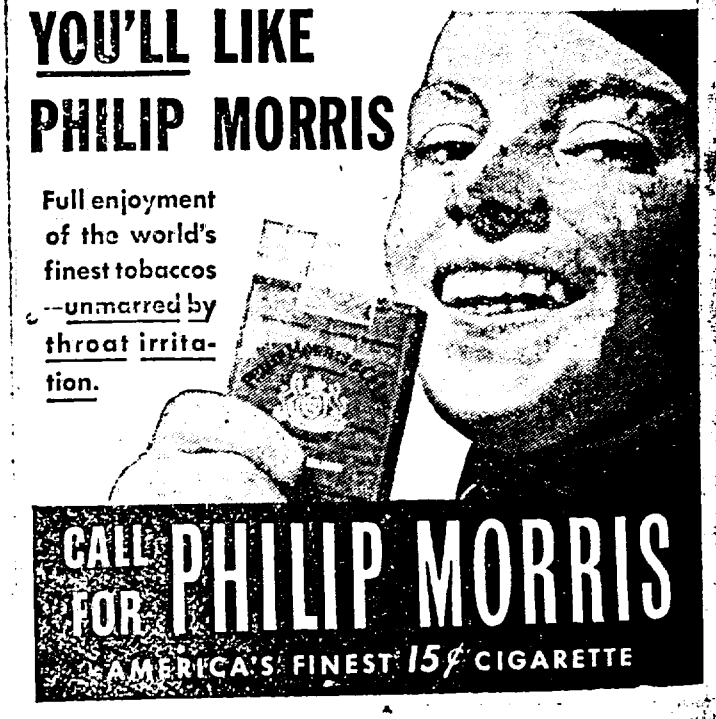
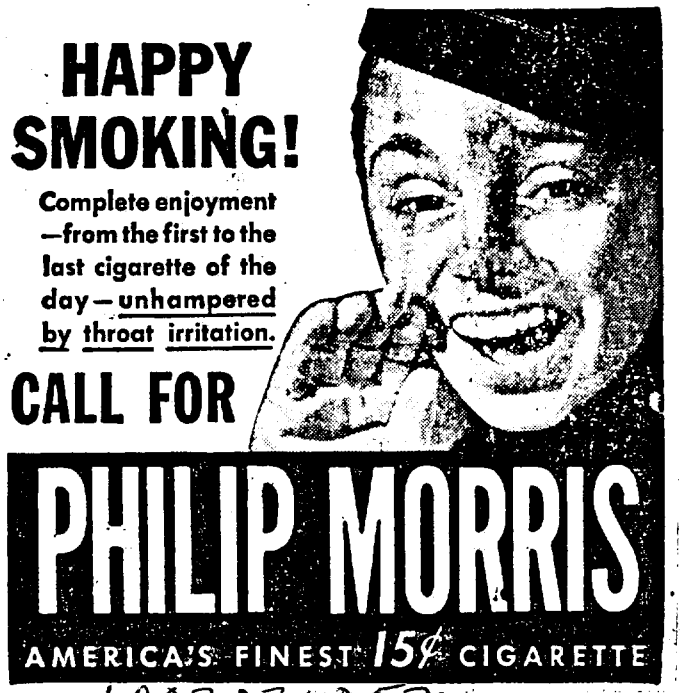


1003071052C

1B

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000



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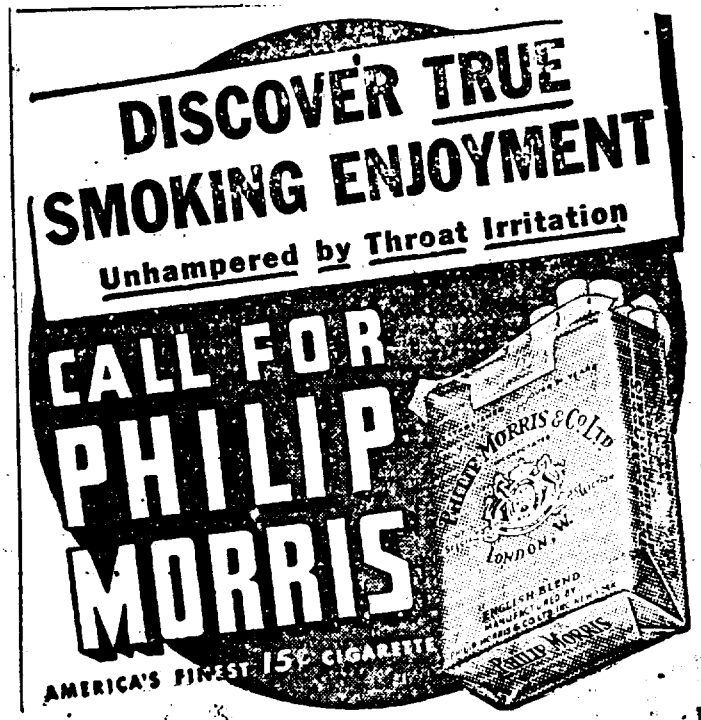

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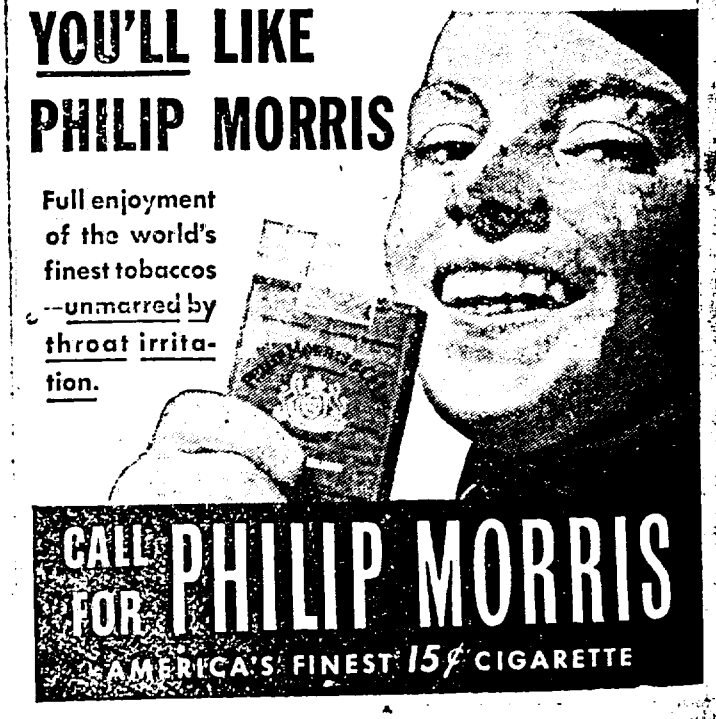

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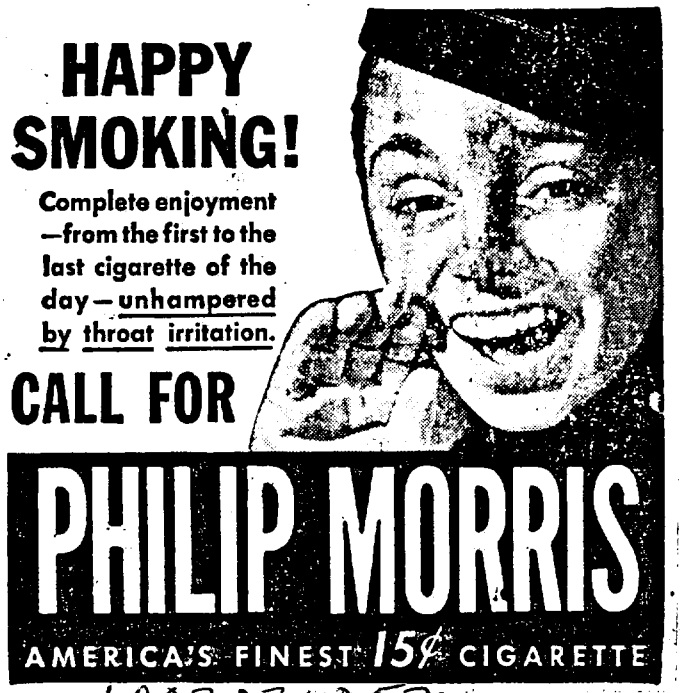
Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000



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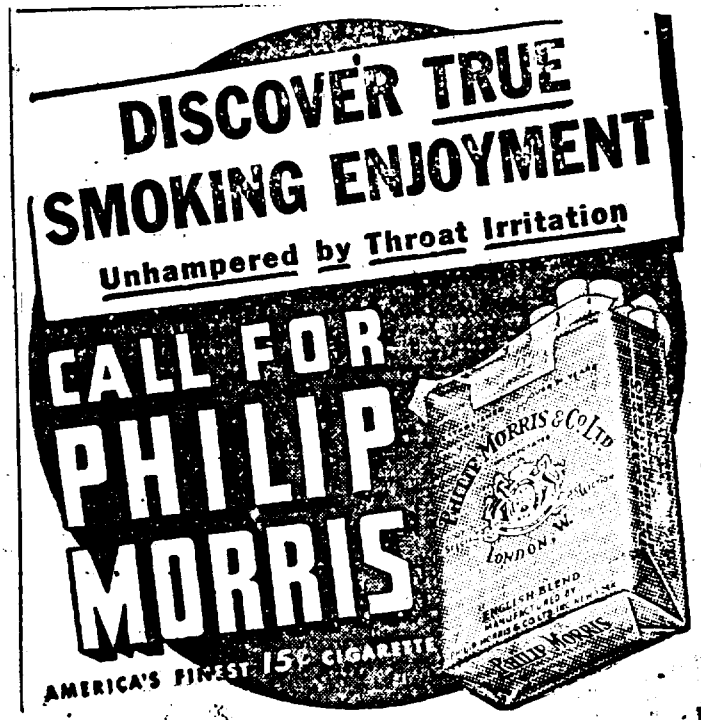

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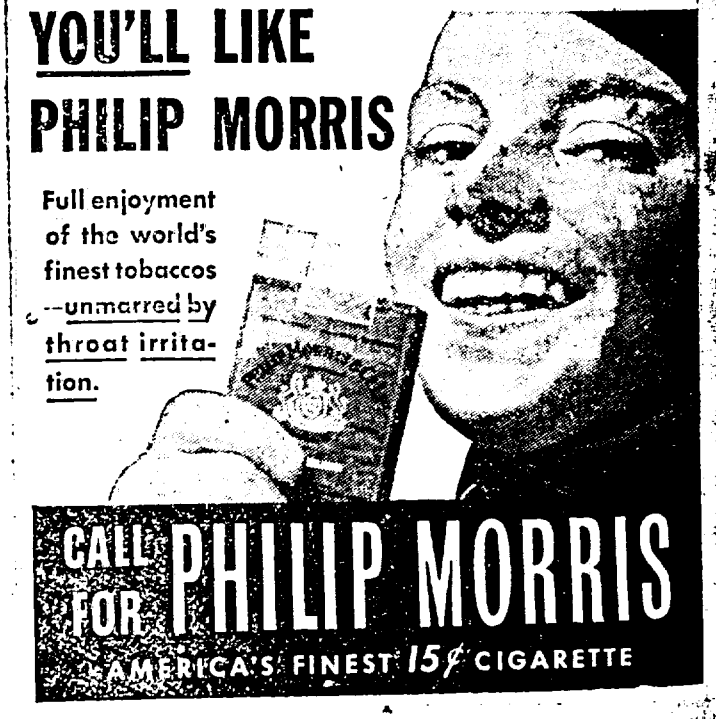

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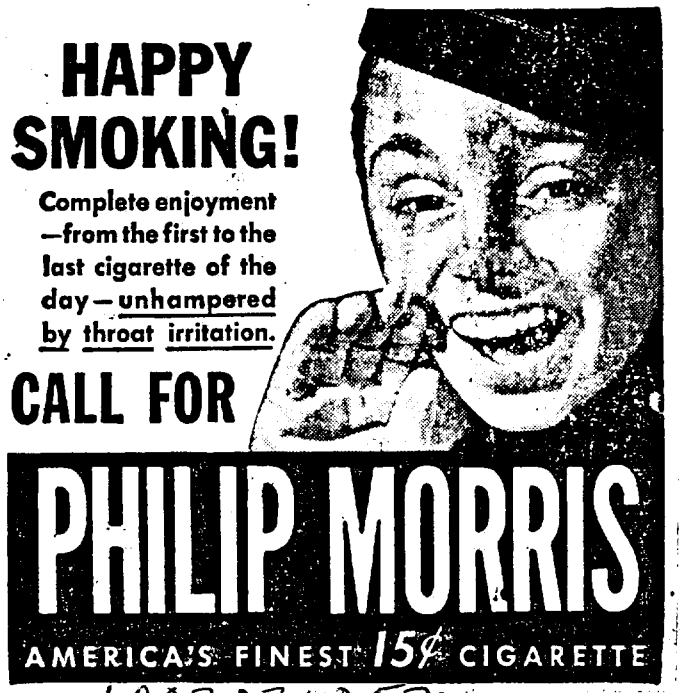

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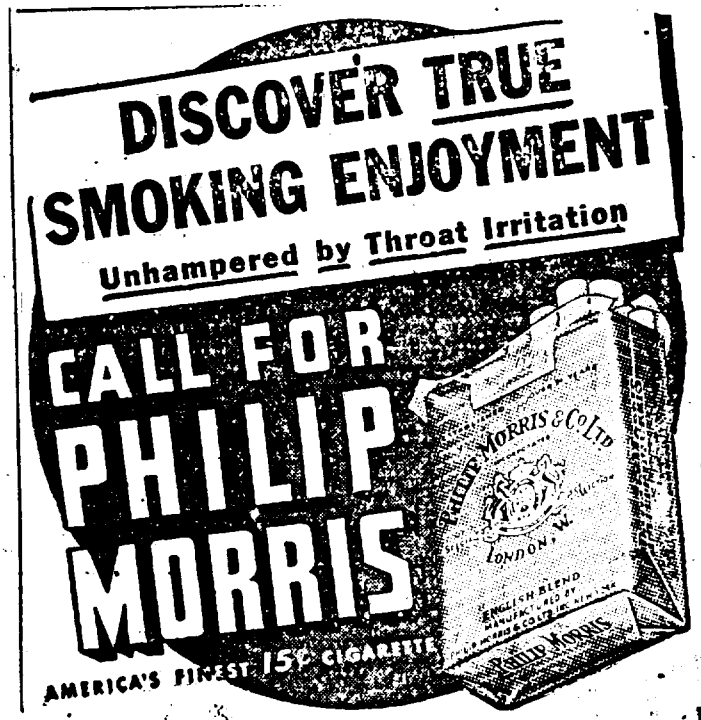

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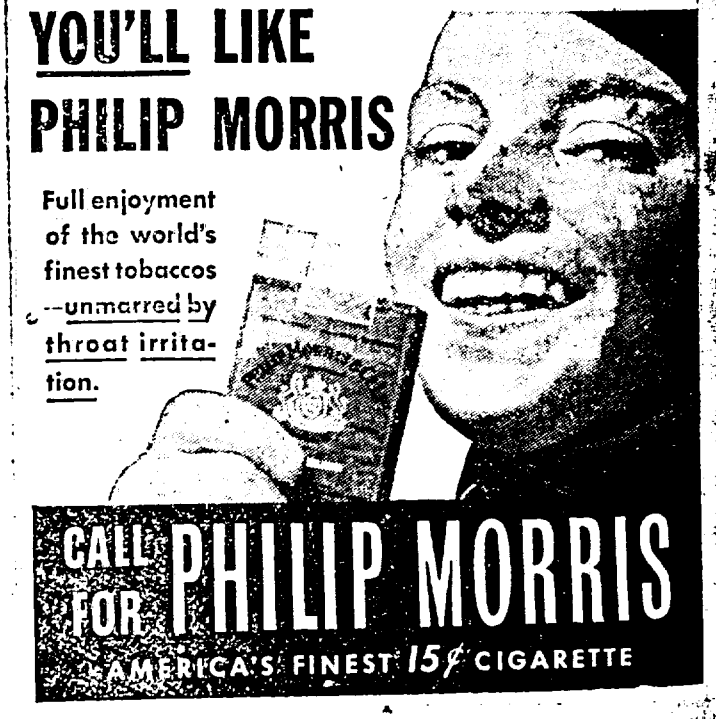


1003071052C

1B

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

HAWAIIAN NEWSPAPERS

SUMMER - 1940

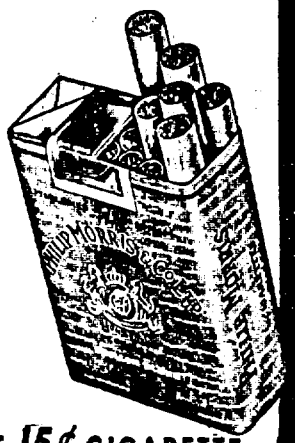
1003071053

Source: https://www.industrydocuments.ucsf.edu/docs/xmkf0000

YOU GET TRUE SMOKING ENJOYMENT

unhampered by throat irritation!

Keen pleasure in every puff...all day long... and no penalties for your nose and throat!



CALL FOR

PHILIP MORRIS

AMERICA'S FINEST 15¢ CIGARETTE

1003071054

WINNING NEW THOUSANDS DAILY—

PEOPLE LIKE PHILIP MORRIS ...enjoy the world's finest, mellowest tobaccos...unhampered by throat irritation.

CALL FOR

PHILIP MORRIS

AMERICA'S FINEST 15¢ CIGARETTE

1003071054A

THE SWING IS TO PHILIP MORRIS!

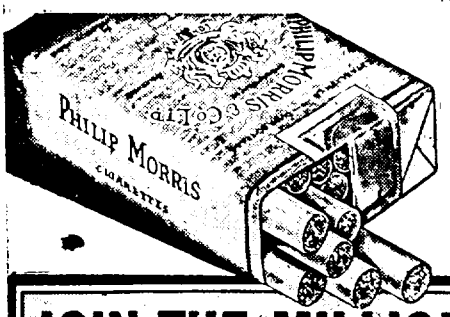
A finer cigarette...better for the nose and throat...so, every day new thousands join the millions who yearly smoke *billions* of Philip Morris Cigarettes. Remember to...

CALL FOR

PHILIP MORRIS

AMERICA'S FINEST 15¢ CIGARETTE

1003071054B



For complete smoking enjoyment—unhampered by throat irritation...

JOIN THE MILLIONS WHO CALL FOR

PHILIP MORRIS

AMERICA'S FINEST 15¢ CIGARETTE!

1003071054C

1C

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

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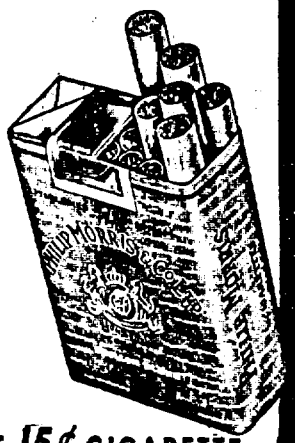

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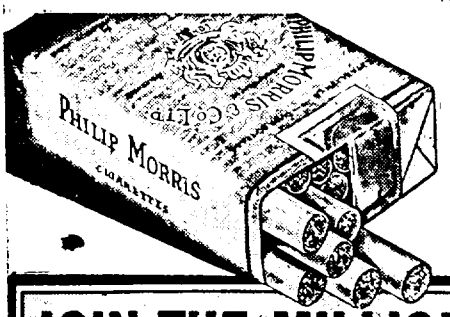

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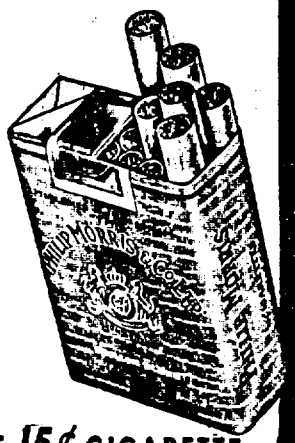

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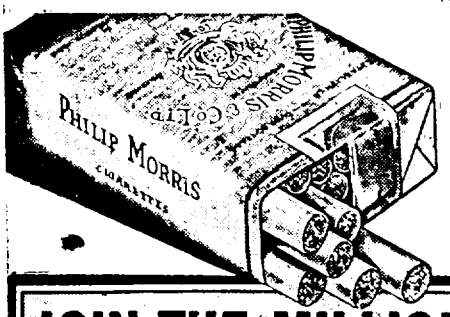

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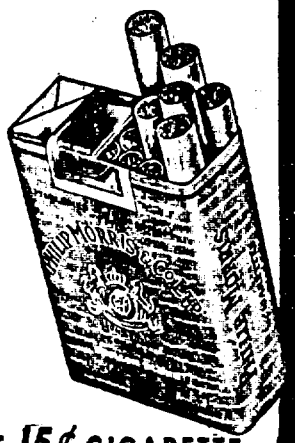

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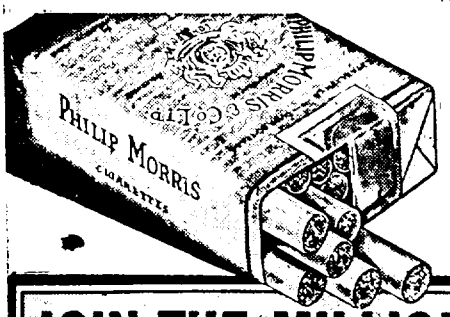

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1003071054C

1C

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

HAWAIIAN NEWSPAPERS

SUMMER 1940

1003071055

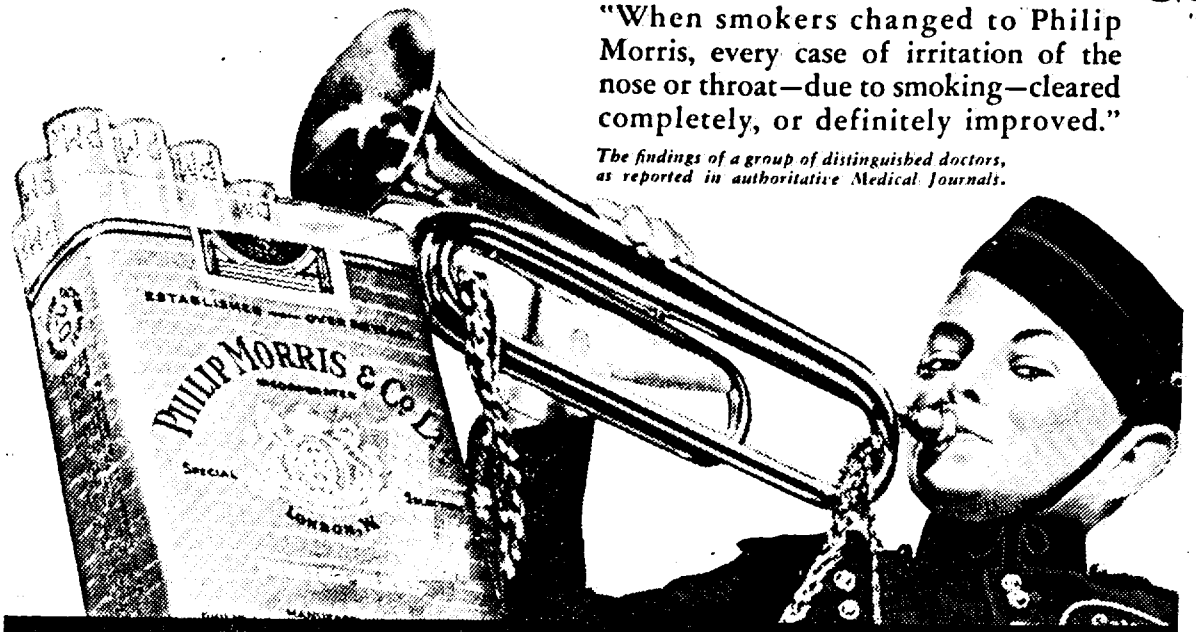
Source: https://www.industrydocuments.ucsf.edu/docs/xpyb0000

JOIN NOW_

32

"When smokers changed to Philip Morris, every case of irritation of the nose or throat—due to smoking—cleared completely, or definitely improved."

The findings of a group of distinguished doctors, as reported in authoritative Medical Journals.



CALL FOR PHILIP MORRIS

America's finest 15¢ Cigarette

AMERICA'S FINEST POPULAR-PRICE CIGARETTE

SO MUCH BETTER_

When you smoke Philip Morris, you enjoy the fine flavor and aroma of the world's choicest tobaccos—enjoyment unmarred by throat irritation. They are recognized by eminent medical authorities as better for the nose and throat.

CALL FOR PHILIP MORRIS

1003071056

1003071056

1D

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

JOIN NOW_

32

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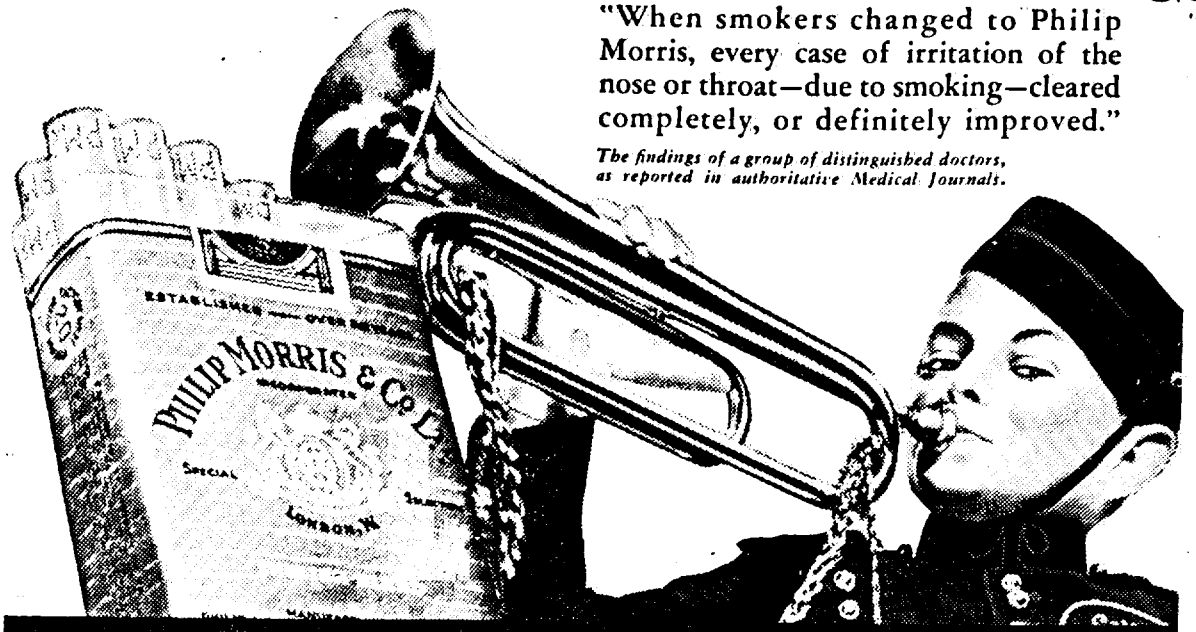

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1003071056

1003071056

1D

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

HAWAIIAN NEWSPAPERS - OCT. 17, 1940

HAWAIIAN NEWSPAPERS - OCT. 2, 1940

1003071057

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

LIKE I ALWAYS SAY_

You get more enjoyment from Philip Morris... complete enjoyment, unmarred by throat irritation. By eminent medical authorities they are recognized as better for the nose and throat!

CALL FOR PHILIP MORRIS

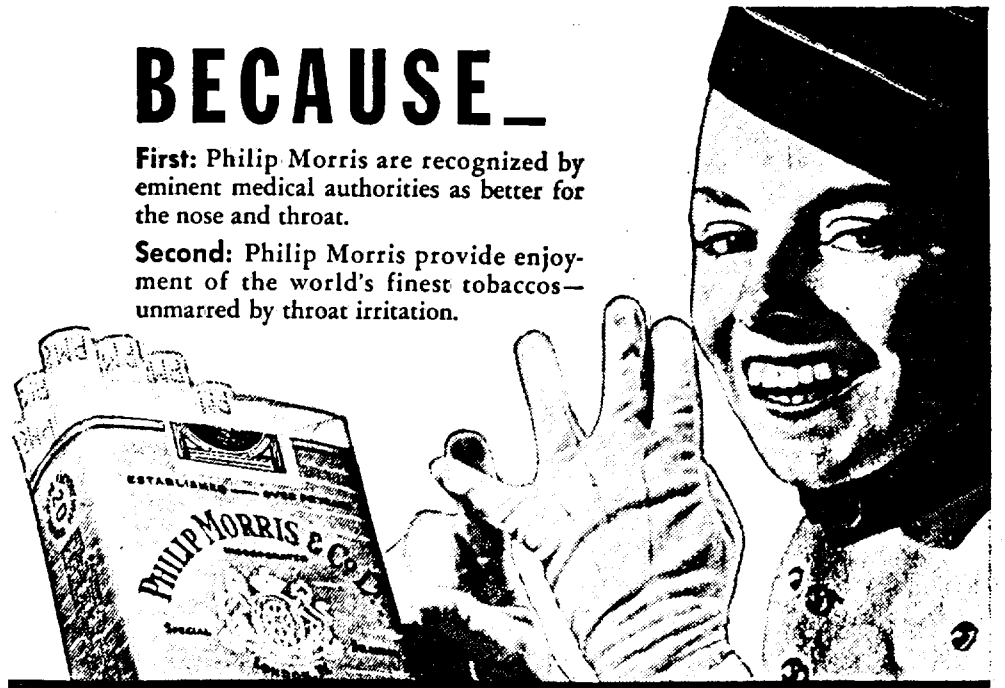
America's finest 15¢ Cigarette

1003071058

BECAUSE_

First: Philip Morris are recognized by eminent medical authorities as better for the nose and throat.

Second: Philip Morris provide enjoyment of the world's finest tobaccos—unmarred by throat irritation.



CALL FOR PHILIP MORRIS

AMERICA'S FINEST POPULAR-PRICE CIGARETTE

1003071058A

1E

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

LIKE I ALWAYS SAY_

You get more enjoyment from Philip Morris... complete enjoyment, unmarred by throat irritation. By eminent medical authorities they are recognized as better for the nose and throat!

CALL FOR PHILIP MORRIS

America's finest 15¢ Cigarette

1003071058

BECAUSE_

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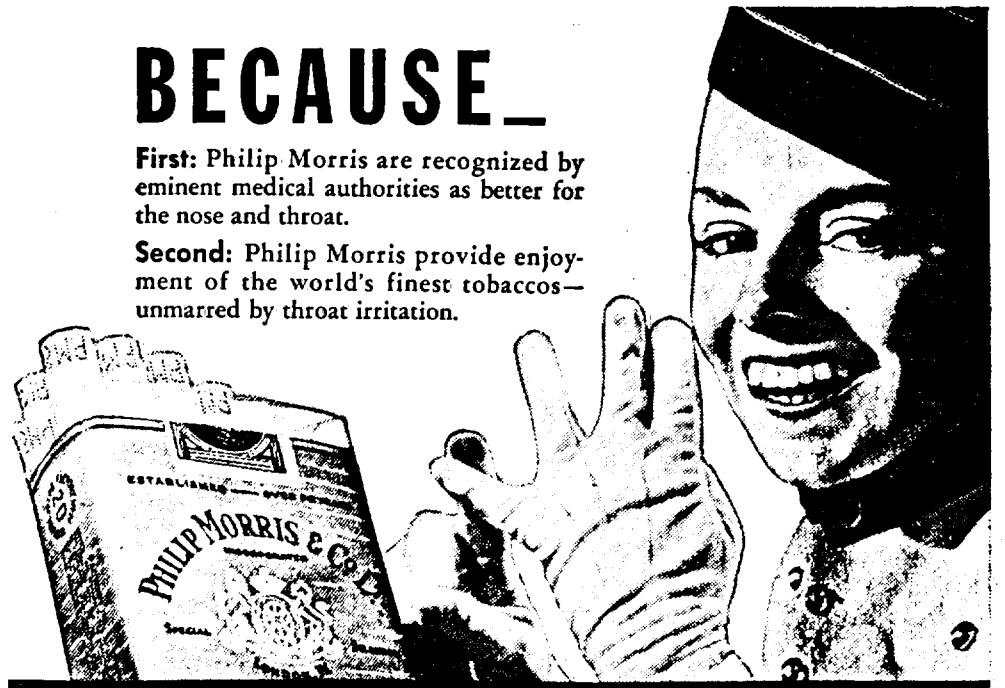

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AMERICA'S FINEST POPULAR-PRICE CIGARETTE

1003071058A

1E

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

HAWAIIAN NEWSPAPERS - Sept. 19, 1940

HAWAIIAN NEWSPAPERS - Nov. 23, 1940

1003071059

Source: https://www.trdsf.ucsd.edu/tid/xwp0000

LET'S SEE_

34

First: Philip Morris are recognized by eminent medical authorities as better for the nose and throat.

Second: Philip Morris provide enjoyment of the world's finest tobaccos—unmarred by throat irritation.

CALL FOR PHILIP MORRIS

AMERICA'S FINEST POPULAR-PRICE CIGARETTE

CALLING ALL SMOKERS_

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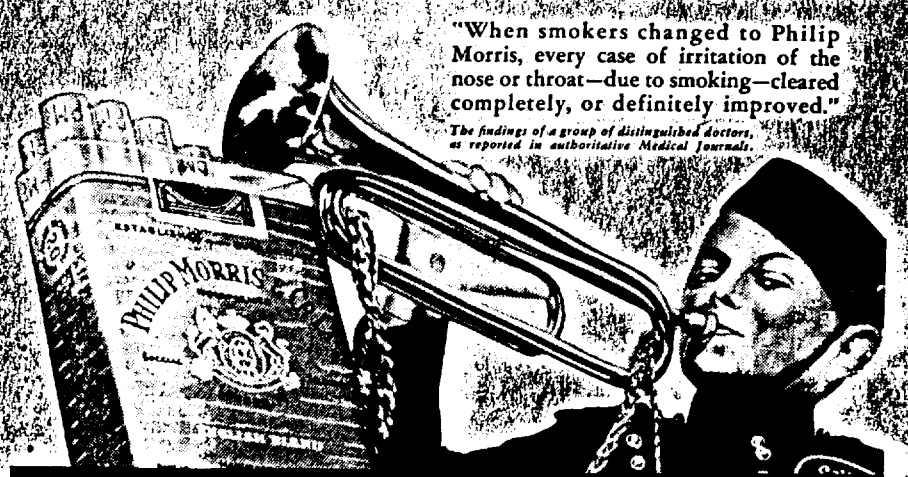

CALL FOR PHILIP MORRIS

America's finest 15¢ Cigarette

1003021060

Source: https://www.industrydocuments.ucsf.edu/docs/jbrk0000

LET'S SEE_

34

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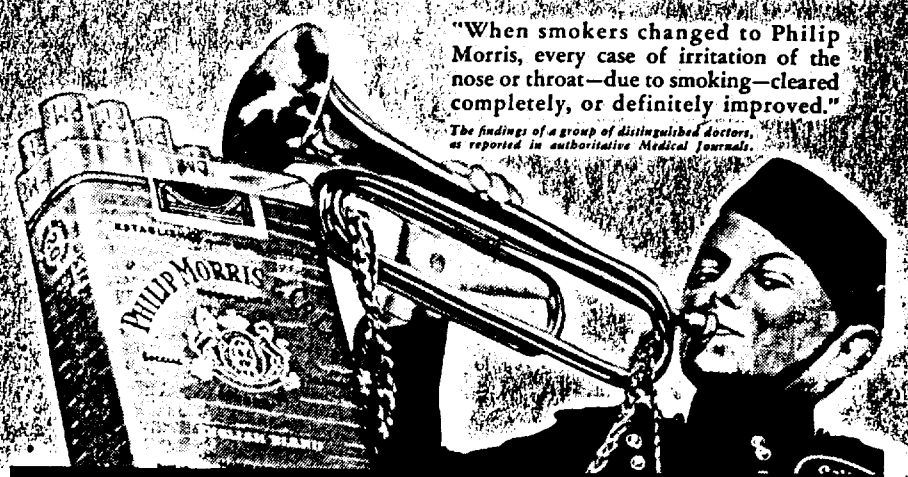


CALL FOR PHILIP MORRIS

America's finest 15¢ Cigarette

1003021060

Source: https://www.industrydocuments.ucsf.edu/docs/jbrk0000

HAWAIIAN NEWSPAPERS - OCT. 1940

HAWAIIAN NEWSPAPERS - NOV. 1940

1003071061

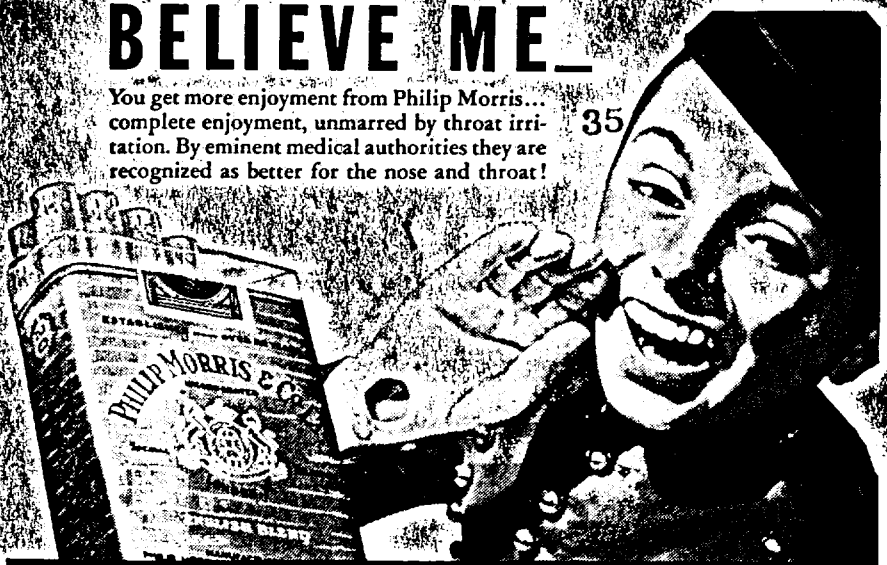
Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

1003071062

BELIEVE ME_

You get more enjoyment from Philip Morris... complete enjoyment, unmarred by throat irritation. By eminent medical authorities they are recognized as better for the nose and throat!

35



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America's finest 15¢ Cigarette

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THEY'RE STILL GAINING_

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16

AMERICA'S FINEST 15¢ CIGARETTE

1003071062

Source: https://www.industrydocuments.ucsf.edu/docs/pkkk0000

1003071062

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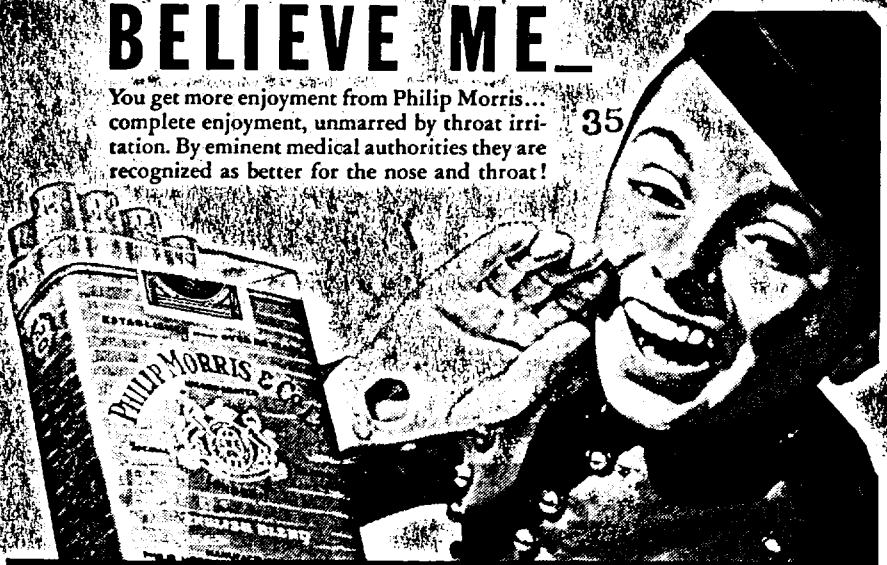
You get more enjoyment from Philip Morris... complete enjoyment, unmarred by throat irritation. By eminent medical authorities they are recognized as better for the nose and throat!

35



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1003071062

Source: https://www.industrydocuments.ucsf.edu/docs/pkkk0000

HAWAIIAN NEWSPAPERS - SEPT. 1940

HAWAIIAN NEWSPAPERS - NOV. 1940

1003071063

Source: https://www.industrydocuments.ucsf.edu/docs/xnbb0063

YOU WHO INHALE:

Pick the right cigarette — enjoy real throat protection and multiply your pleasure!

SOME of the time, *all* smokers inhale. *When* you inhale, chances of irritation increase. So — *know* what *you* smoke! There's a vital difference—reported in leading medical journals, by eminent doctors—who found:

> ON COMPARISON — FOUR OTHER LEADING CIGARETTES WERE FOUND TO AVERAGE 235% MORE IRRITANT THAN THE STRIKINGLY CONTRASTED PHILIP MORRIS — AND, THE IRRITATION LASTS MORE THAN FIVE TIMES AS LONG!

Change to Philip Morris — for *complete* enjoyment of the world's finest tobaccos — *with no worry about throat irritation even if you inhale!*

CALL FOR PHILIP MORRIS

TASTE BETTER— PROVED BETTER— better for your nose and throat!

AMERICA'S FINEST CIGARETTE

finer pleasure— plus real protection!

1003071064

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

Mat & Wire Patterns

JULY, SEPT. 1940

1003071065

Source: https://www.legacysearch.com/ymkk0000

65

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CALL FOR PHILIP MORRIS

Today they cost no more than ordinary popular price brands!

AMERICA'S FINEST CIGARETTE

finer pleasure — plus real protection!

1003071066

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

WISCONSIN NEWSPAPERS

FALL 1940

10030710671

Source: https://www.loc.gov/resources/collections/usa-state-and-local-newspapers/

YOU CAN'T HELP INHALING—
BUT you can help your throat!

THERE are *vital differences in cigarettes!* This was *proved*—by distinguished doctors who compared the five leading brands: —

69

ON COMPARING—THE IRRITANT QUALITY IN THE SMOKE OF THE FOUR OTHER LEADING BRANDS WAS FOUND TO AVERAGE *MORE THAN THREE TIMES* THAT OF THE STRIKINGLY CONTRASTED PHILIP MORRIS . . . AND THE IRRITATION *LASTS MORE THAN FIVE TIMES* AS LONG!

CALL FOR PHILIP MORRIS

FINER PLEASURE PLUS REAL PROTECTION

AMERICA'S FINEST CIGARETTE

1003071068

15

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

HAWAIIAN NEWSPAPERS - AUG. 1, 1941

1003071069

Source: https://www.industrydocuments.ucsf.edu/docs/yxxw0000

VITAL—BECAUSE YOU INHALE

(ALL SMOKERS DO—SOMETIMES)

FIVE leading cigarettes — including Philip Morris — were compared by eminent doctors. Here's what they found:

ON COMPARING — THE IRRITANT QUALITY IN THE SMOKE OF THE FOUR OTHER LEADING BRANDS WAS FOUND TO AVERAGE *MORE THAN THREE TIMES* THAT OF THE STRIKINGLY CONTRASTED PHILIP MORRIS . . . AND THE IRRITATION *LASTS MORE THAN FIVE TIMES* AS LONG!

It's plain this Philip Morris superiority means real protection *when* you inhale — *plus* finer pleasure all the time!

CALL FOR PHILIP MORRIS

AMERICA'S *FINEST* CIGARETTE

1003071070

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

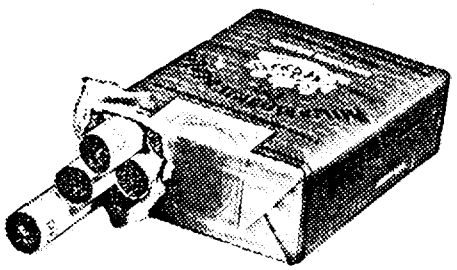
HAWAIIAN NEWSPAPERS
AUG. 5, 1941

1003071071

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

INHALING MAKES THIS VITAL

(ALL SMOKERS SOMETIMES INHALE!)



Finer Pleasure—Plus Real Protection

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CALL FOR PHILIP MORRIS

AMERICA'S FINEST CIGARETTE

1003071072

BECAUSE ALL SMOKERS INHALE

(SOME OF THE TIME)

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AMERICA'S *FINEST* CIGARETTE

1003071072A

1L

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

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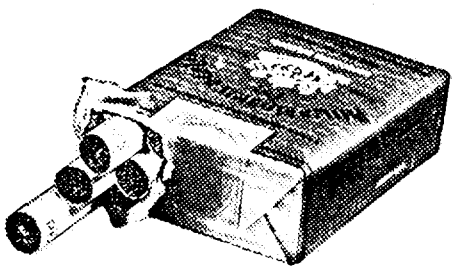
(ALL SMOKERS SOMETIMES INHALE!)



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1003071072A

1L

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

HAWAIIAN NEWSPAPERS
AUG. 23, 1941

HAWAIIAN NEWSPAPERS
AUG. 16, 1941

1003071073

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

YOU CAN'T HELP INHALING—BUT you can help your throat!

THERE are *vital differences in cigarettes!* This was *proved*—by distinguished doctors who compared the five leading brands:—

72

ON COMPARING—THE IRRITANT QUALITY IN THE SMOKE OF THE FOUR OTHER LEADING BRANDS WAS FOUND TO AVERAGE *MORE THAN THREE TIMES* THAT OF THE STRIKINGLY CONTRASTED PHILIP MORRIS . . . AND THE IRRITATION *LASTS MORE THAN FIVE TIMES* AS LONG!

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FINER PLEASURE PLUS REAL PROTECTION

AMERICA'S FINEST CIGARETTE

1003071024

IM

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

HAWAIIAN NEWSPAPERS
AUG. 1941

1003074075

Source: https://www.industrydocuments.ucsf.edu/docs/pkmb0000

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73

CALL FOR PHILIP MORRIS

FINER PLEASURE — PLUS REAL PROTECTION!

AMERICA'S FINEST CIGARETTE

1H

1003071076

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

HAWAIIAN NEWSPAPERS - AUG. 26, 1941

1003071077

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

74

YOU CAN'T HELP INHALING_BUT

YOU CAN HELP YOUR THROAT!

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CALL FOR PHILIP MORRIS

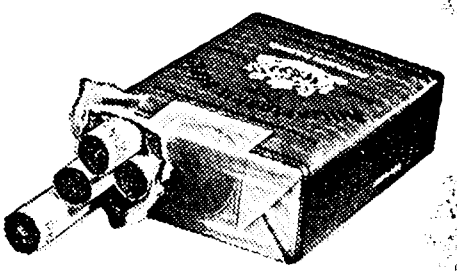
AMERICA'S *FINEST* CIGARETTE

1003071078

PROTECTION

WHEN YOU INHALE

(ALL SMOKERS DO_SOME OF THE TIME!)



Finer Pleasure_Plus Real Protection

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CALL FOR PHILIP MORRIS

AMERICA'S FINEST CIGARETTE

1003071078

10

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

74

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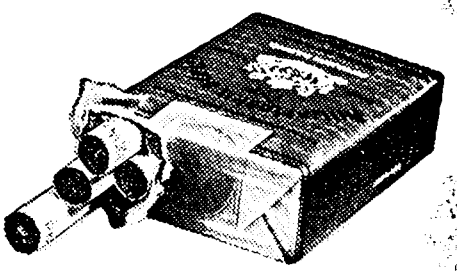

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CALL FOR PHILIP MORRIS

AMERICA'S FINEST CIGARETTE

1003071078

10

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

HAWAIIAN NEWSPAPERS
AUG. 30, 1941

HAWAIIAN NEWSPAPERS
SEPT. 1, 1941

1003071079

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

YOU CAN'T HELP INHALING—BUT

you can help your throat!

FOUND by distinguished doctors — who compared five leading cigarettes, including Philip Morris — *this vital difference:*

ON COMPARING — THE IRRITANT QUALITY IN THE SMOKE OF THE FOUR OTHER LEADING BRANDS WAS FOUND TO AVERAGE *MORE THAN THREE TIMES* THAT OF THE STRIKINGLY CONTRASTED PHILIP MORRIS . . . AND THE IRRITATION *LASTS MORE THAN FIVE TIMES AS LONG!*

75

1003071080

DO YOU INHALE? *All smokers do—some of the time*

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Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

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75

1003071080

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Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

HAWAIIAN NEWSPAPERS
OCT. 1941

HAWAIIAN NEWSPAPERS
AUG. 21, 1941

1003071081

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

YOU CAN'T HELP INHALING—BUT

YOU CAN HELP YOUR THROAT!

76

Finer Pleasure—Plus Real Protection

SEE how tremendously cigarettes *differ*. Eminent doctors compared five leading brands, including Philip Morris—

ON COMPARING—THE IRRITANT QUALITY IN THE SMOKE OF THE FOUR OTHER LEADING BRANDS WAS FOUND TO AVERAGE *MORE THAN THREE TIMES* THAT OF THE TRIKINGLY CONTRASTED PHILIP MORRIS . . . AND THE IRRITATION *LASTS MORE THAN FIVE TIMES AS LONG!*

—

CALL FOR PHILIP MORRIS

AMERICA'S FINEST CIGARETTE

1/Q

1003071082

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

HAWAIIAN NEWSPAPERS
OCT. 1941

1003071083

Source: https://www.library.illinois.edu/docs/ymkk0000

TO YOU WHO INHALE

THESE FACTS ARE VITAL!

All smokers inhale—sometimes—with or without knowing it.

When you do, it's plain, there's increased exposure to irritation.

So—choose your cigarette with care!

There is a vital difference. Eminent doctors reported their findings—in authoritative medical journals:

ON COMPARISON—FOUR OTHER LEADING BRANDS AVERAGED 235% MORE IRRITANT THAN THE STRIKINGLY CONTRASTED PHILIP MORRIS . . . AND WHAT'S MORE—THE IRRITATION WAS FOUND TO LAST MORE THAN FIVE TIMES AS LONG!

Remember—next time you buy a pack of cigarettes—

Philip Morris provides *truest* smoking pleasure—

Complete enjoyment of the world's finest tobaccos—

With no worry about throat irritation!

So—especially if you inhale—

It's plain common sense to . . .

CALL FOR PHILIP MORRIS!

REAL PLEASURE—REAL PROTECTION!

AMERICA'S FINEST CIGARETTE—

TASTE BETTER AND ARE BETTER—Proved better for your nose and throat! Full enjoyment of the world's finest tobaccos—with no worry about throat irritation!

77

1R

1050/7050/1054

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

NATIONAL NEWSPAPER

JAN * FEB. 20, 1941

1003071085

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

TO YOU WHO INHALE

THESE FACTS ARE VITAL!

78

All smokers inhale—sometimes—with or without knowing it.

When you do, it's plain, there's increased exposure to irritation—

IF your cigarette is irritant!

But—there is a vital difference—long known to eminent doctors—

THE difference between Philip Morris and other leading cigarettes:

ON COMPARISON—THE FOUR OTHER LEADING BRANDS AVERAGED 235% MORE IRRITANT THAN THE STRIKINGLY CONTRASTED PHILIP MORRIS . . . AND WHAT'S MORE—THE IRRITATION WAS FOUND TO LAST MORE THAN FIVE TIMES AS LONG!

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Complete enjoyment of the world's finest tobaccos—

With never a thought of throat irritation!

So—especially if you inhale—

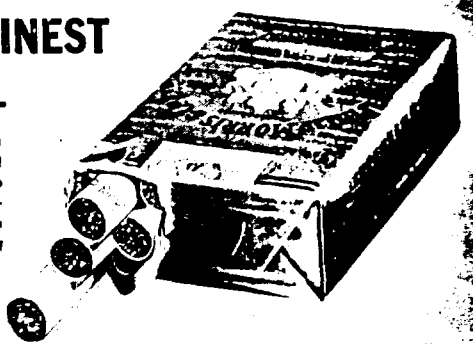
It's plain common sense to . . .

CALL FOR PHILIP MORRIS!

REAL PLEASURE—REAL PROTECTION!

AMERICA'S FINEST CIGARETTE—

THEY NOW COST NO MORE than ordinary, popular-price brands! When you can have, for the same money, Philip Morris' better taste—PLUS real protection for the nose and throat—why smoke anything else?



1003071086

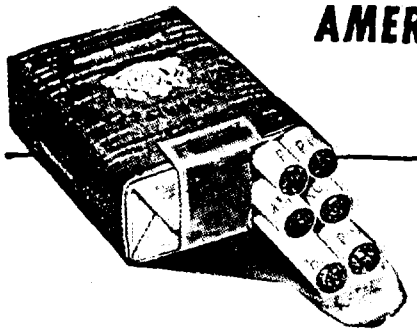
15

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

NATL. NEWSPAPERS
JAN. * FEV. 20, 1941

1003071087

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000



AMERICA'S FINEST CIGARETTE — TASTE BETTER — PROVED BETTER — BETTER FOR YOUR NOSE AND THROAT — SUPERIORITY RECOGNIZED BY EMINENT MEDICAL AUTHORITIES!

79

IF YOU INHALE—

ALL SMOKERS DO—SOMETIMES!

INCREASE YOUR ENJOYMENT— ENJOY REAL PROTECTION!

MAYBE you *think* you *don't* inhale — maybe you *know* you *do*. In either case . . .

When you *do* inhale, it's easy to see exposure to irritation increases! So — *know* what you smoke!

Read this vital difference — reported by eminent doctors — in authoritative medical journals. They *compared* five leading brands of cigarettes—and found:

THE OTHER FOUR LEADING BRANDS AVERAGED 235% MORE IRRITANT THAN THE STRIKINGLY CONTRASTED PHILIP MORRIS—AND, THE IRRITATION LASTS MORE THAN FIVE TIMES AS LONG!

Read it again! — *"235% more irritant . . . lasting more than five times as long"!*

Change *now* to Philip Morris, *especially if you inhale! Complete* smoking pleasure — *with no worry about throat irritation!*

Copr. 1941, Philip Morris & Co., Ltd., Inc.

CALL FOR PHILIP MORRIS

BETTER TASTING—AND PROVED BETTER FOR YOUR NOSE AND THROAT

1003021088

17

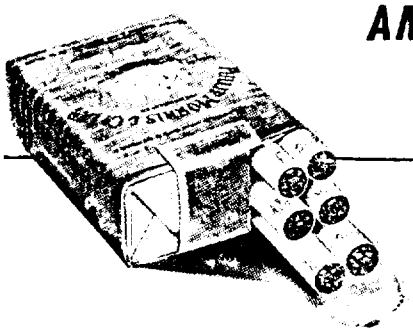
Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

NATIONAL NEWSPAPERS
JAN. MAR. 1941

1003071089

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

AMERICA'S FINEST CIGARETTE — TODAY THEY COST NO MORE THAN ORDINARY POPULAR-PRICE BRANDS! (In NEW YORK STATE)



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CALL FOR PHILIP MORRIS

BETTER TASTING—AND PROVED BETTER FOR YOUR NOSE AND THROAT

10

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

NATIONAL NEWSPAPERS
JAN. MAR. 1941

1003071091

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

DO YOU INHALE? _ All smokers do, some of the time!

INHALES *about 50% of his smoking — yet sincerely believes he doesn't inhale at all.*

THINKS *she may inhale now and then — actually inhales* more often than not!

KNOWS *he inhales "sometimes" — but is unconsciously inhaling 80%-90%!*

GET THIS, IT'S VITAL! *When* you inhale—exposure to irritation is increased. So — *know* what you smoke! There's a *difference*—reported by eminent doctors in leading medical journals. On comparing, they found:

FOUR OTHER LEADING BRANDS AVERAGE 235% MORE IRRITANT THAN THE STRIKINGLY CONTRASTED PHILIP MORRIS — AND, THE IRRITATION LASTS MORE THAN FIVE TIMES AS LONG!

NO OTHER CIGARETTE CAN MAKE THIS STATEMENT!

81

CALL FOR PHILIP MORRIS

AMERICA'S FINEST CIGARETTE

TASTE BETTER_PROVED BETTER_
Better for your nose and throat—superiority recognized by eminent medical authorities!

1003071092

IV

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

NATL. NEWSPAPERS

JAN. MAR. 1941

1003071093

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

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82

CALL FOR PHILIP MORRIS

AMERICA'S FINEST CIGARETTE

TODAY THEY COST NO MORE THAN ORDINARY POPULAR-PRICE BRANDS!
(In NEW YORK STATE)

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1003071094

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Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

NATL. NEWSPAPERS
JAN-MAR. 1941

1003071095

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

A STATEMENT NO OTHER CIGARETTE CAN MAKE

PHILIP MORRIS superiority is recognized by eminent medical authorities

THEY ALL INHALE!

although three of them don't know it!

FACTS ABOUT IRRITANT QUALITIES OF LEADING CIGARETTES

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Especially if you inhale, remember—Philip Morris provides such *complete* enjoyment—*plus real protection*... pleasure *without* penalties!

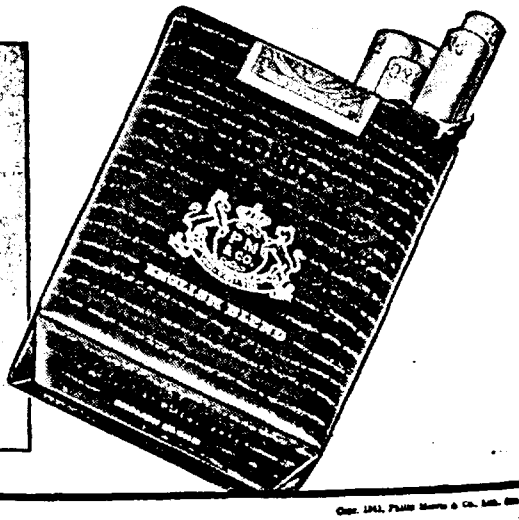
83

CALL FOR PHILIP MORRIS

AMERICA'S FINEST CIGARETTE

TASTE BETTER AND ARE BETTER

Proved better for your nose and throat! Full enjoyment of the world's finest tobaccos—unmarred by throat irritation!



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1003071096

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Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

NATL. NEWSPAPERS

JAN - MAR 1941

1003074097

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

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84

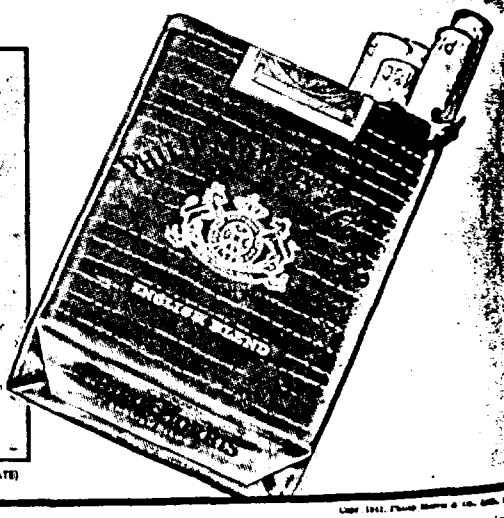
CALL FOR PHILIP MORRIS

AMERICA'S FINEST CIGARETTE

TODAY THEY COST NO MORE*

than ordinary popular-price cigarettes! Not one penny more — for Philip Morris' outstanding superiority—better taste—plus real protection for the nose and throat. So why smoke anything else?

*(In NEW YORK STATE)



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Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

NATL. NEWSPAPERS

JAN. MAR. 1941

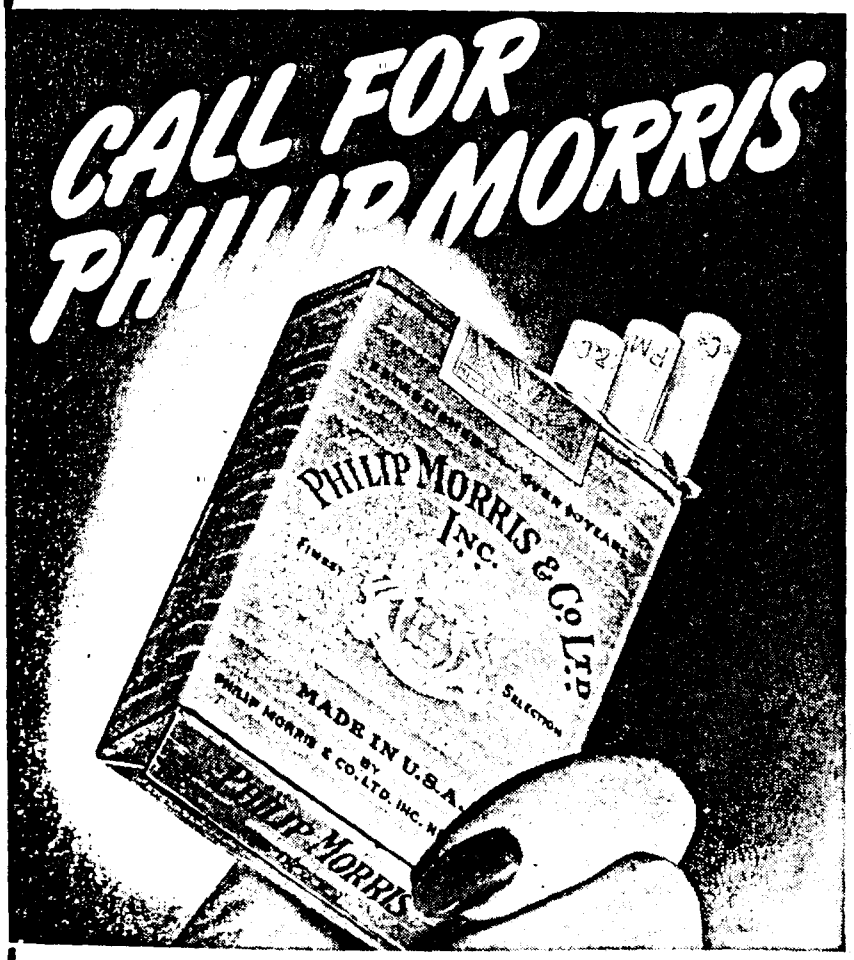
1003071099

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

IMPORTANT TO YOU WHO INHALE—

[All smokers do—some of the time!]

85



Here's smoking PLEASURE without penalties

Maybe you *know* you inhale . . . maybe you *don't* know it. *When* you *do* inhale, it's easy to see exposure to irritation increases! So — choose *your* cigarette with care!

There's a vital difference — reported by eminent doctors in authoritative medical journals. They compared leading cigarettes — and found this:

FOUR OTHER LEADING BRANDS AVERAGED 235% MORE IRRITANT THAN THE STRIKINGLY CONTRASTED PHILIP MORRIS — AND, THE IRRITATION LASTS MORE THAN FIVE TIMES AS LONG!

Get that? — *"235% more irritant . . . lasting more than five times as long"! Especially if you inhale* — change *now* to Philip Morris — for *complete* enjoyment of the world's finest tobaccos — *with no worry about throat irritation.*

AMERICA'S FINEST CIGARETTE

TASTE BETTER — PROVED BETTER — Better for your nose and throat — superiority recognized by eminent medical authorities!

Copr. 1942, Philip Morris & Co., Ltd., Inc.

1003071100

12

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

NATL. NEWSPAPERS

JAN. MAR. 1941

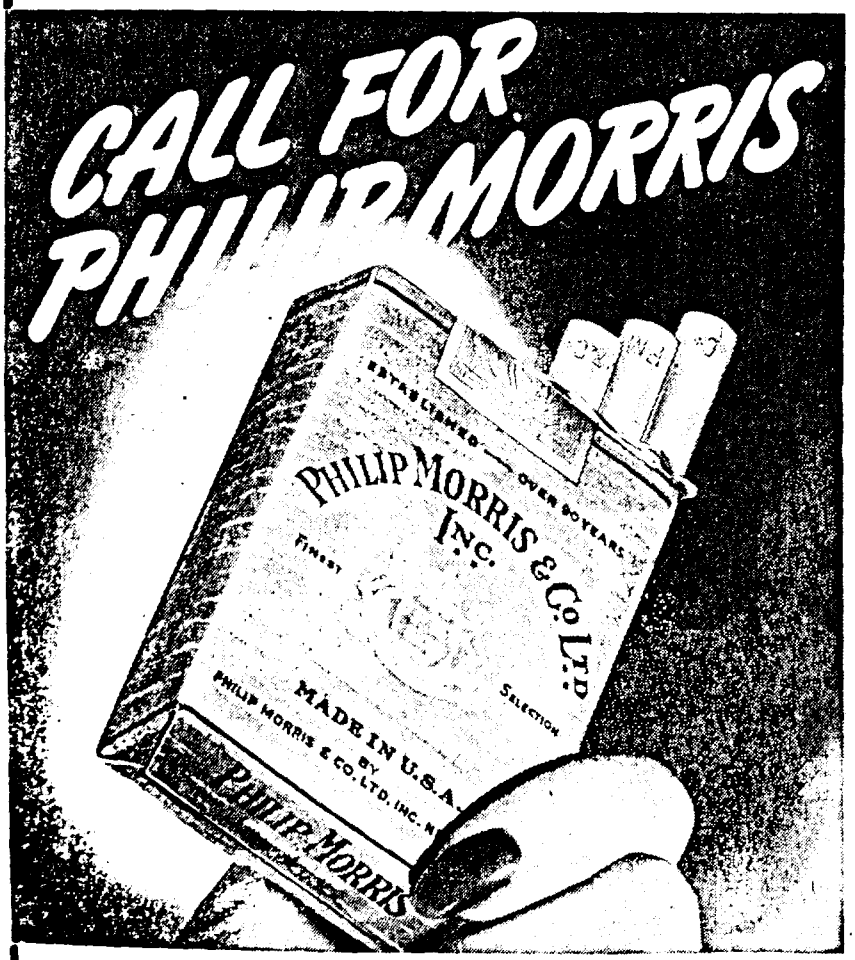
1003071101

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

IMPORTANT TO YOU WHO INHALE—

(All smokers do—some of the time!)

86



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AMERICA'S FINEST CIGARETTE

TODAY THEY COST NO MORE THAN ORDINARY POPULAR-PRICE BRANDS!

1003071102

Copr. 1942, Philip Morris & Co., Ltd., Inc.

12-1

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

NATL. NEWSPAPERS

JAN. - MAR. 1941

1003071103

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

YOU WHO INHALE...

Pick the right cigarette — enjoy real throat protection and multiply your pleasure!

SOME of the time, *all* smokers inhale. *When* you inhale, chances of irritation increase. So — *know* what *you* smoke! There's a vital difference—reported in leading medical journals, by eminent doctors—who found:

ON COMPARISON — FOUR OTHER LEADING CIGARETTES WERE FOUND TO AVERAGE 235% MORE IRRITANT THAN THE STRIKINGLY CONTRASTED PHILIP MORRIS — AND, THE IRRITATION LASTS MORE THAN FIVE TIMES AS LONG!

Change to Philip Morris — for *complete* enjoyment of the world's finest tobaccos — *with no worry about throat irritation even if you inhale!*

CALL FOR PHILIP MORRIS

TASTE BETTER — PROVED BETTER — better for your nose and throat!

AMERICA'S FINEST CIGARETTE

finer pleasure — plus real protection!

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Change to Philip Morris — for *complete* enjoyment of the world's finest tobaccos — *with no worry about throat irritation even if you inhale!*

CALL FOR PHILIP MORRIS

Today they cost no more than ordinary popular price brands!

AMERICA'S FINEST CIGARETTE

finer pleasure — plus real protection!

1003071104 A

12-2

1003071104

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

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Pick the right cigarette — enjoy real throat protection and multiply your pleasure!

SOME of the time, *all* smokers inhale. *When* you inhale, chances of irritation increase. So — *know* what *you* smoke! There's a vital difference—reported in leading medical journals, by eminent doctors—who found:

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1003071104 A

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1003071104

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

NATL. NEWSPAPERS

JAN. MARCH 1941

1003071105

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

IF YOU INHALE_

think THIS over a bit!

HERE'S REAL ENJOYMENT—PLUS REAL PROTECTION!

ALL smokers *do* inhale — some of the time. *When* you do it's plain, there's more exposure to irritation. So — consider what *your* cigarette *does!*

There's a tremendous difference in irritant properties of cigarettes—reported by eminent doctors in leading medical journals.

On comparing, they found:

FOUR OTHER LEADING BRANDS AVERAGE 235% MORE IRRITANT THAN THE STRIKINGLY CONTRASTED PHILIP MORRIS —AND, THE IRRITATION LASTS MORE THAN FIVE TIMES AS LONG!

So — especially if you inhale — now's the time to change to Philip Morris . . . *complete* smoking enjoyment *with no worry about* throat irritation!

CALL FOR PHILIP MORRIS!

AMERICA'S FINEST CIGARETTE

No other cigarette provides proof of such outstanding superiority!

Copr. 1951, Philip Morris & Co., Ltd., Inc.

1003071106

12-3

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

NATIONAL NEWSPAPERS

JAN. MAR. 1941

1003071107

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

IF YOU INHALE_

think THIS over a bit!

HERE'S REAL ENJOYMENT—PLUS REAL PROTECTION!

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So — especially if you inhale — now's the time to change to Philip Morris . . . *complete* smoking enjoyment *with no worry about* throat irritation!

CALL FOR PHILIP MORRIS!

AMERICA'S FINEST CIGARETTE

Today they cost no more than ordinary popular-price cigarettes! (In NEW YORK STATE)

Copr. 1941, Philip Morris & Co., Ltd., Inc.

1003071108

12-4

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

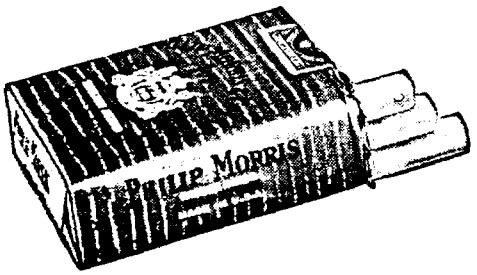
NATIONAL NEWSPAPERS - Jan,-March, 1941

1003071109

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

FOR ALL WHO INHALE_

(AND ALL WHO THINK THEY DON'T)



Full Smoking Pleasure— Plus Real Protection!

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You owe it to yourself to try Philip Morris — *especially if you inhale.* Complete smoking enjoyment *with no worry about throat irritation!*

P.S.—

Today they cost no more than ordinary popular-priced brands!

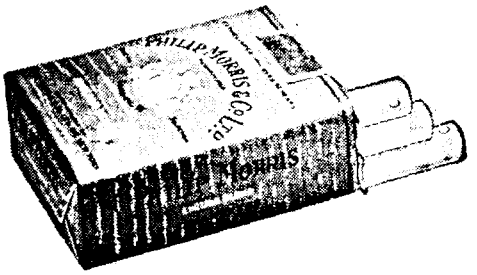
CALL FOR PHILIP MORRIS!

America's Finest Cigarette!

1003071110

FOR ALL WHO INHALE_

(AND ALL WHO THINK THEY DON'T)



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1003071110A

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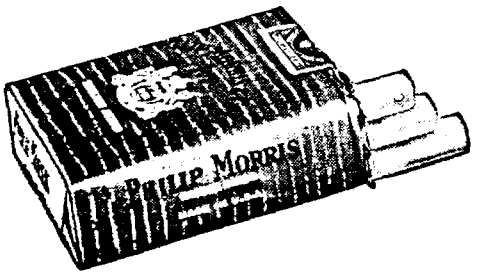
FOR ALL WHO INHALE_

(AND ALL WHO THINK THEY DON'T)



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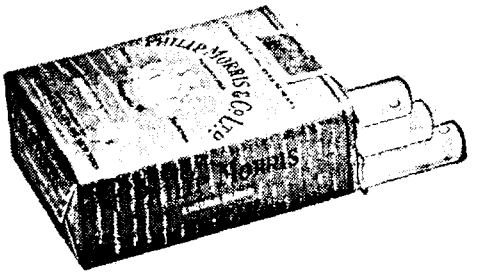

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NATIONAL NEWSPAPERS -

January-March 1941

1003071111

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

BECAUSE YOU *DO* INHALE

this is vital information!

IT'S a known fact: sometimes *every* smoker inhales... *and more smoke contacts more of the nose and throat passages.*

So—chances of irritation naturally increase.

But there are tremendous differences in cigarettes!

They are reported by distinguished doctors—who measured irritant qualities of the *five leading brands.* Here are the facts:—

ON COMPARING—THE IRRITANT QUALITY IN THE SMOKE OF THE FOUR OTHER LEADING BRANDS WAS FOUND TO AVERAGE MORE THAN THREE TIMES THAT OF THE STRIKINGLY CONTRASTED PHILIP MORRIS... AND THE IRRITATION LASTS MORE THAN FIVE TIMES AS LONG!

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CALL FOR PHILIP MORRIS

FINER PLEASURE - PLUS REAL PROTECTION!

AMERICA'S FINEST CIGARETTE TASTE BETTER — and proved better for your nose and throat — superiority recognized by eminent medical authorities!

1003071112

12-6

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NATIONAL NEWSPAPERS - April 1941

1003071413

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

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AMERICA'S FINEST CIGARETTE TODAY they cost no more than ordinary popular-price cigarettes. So why deny yourself Philip Morris' superiority?

1003071114

12-7

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

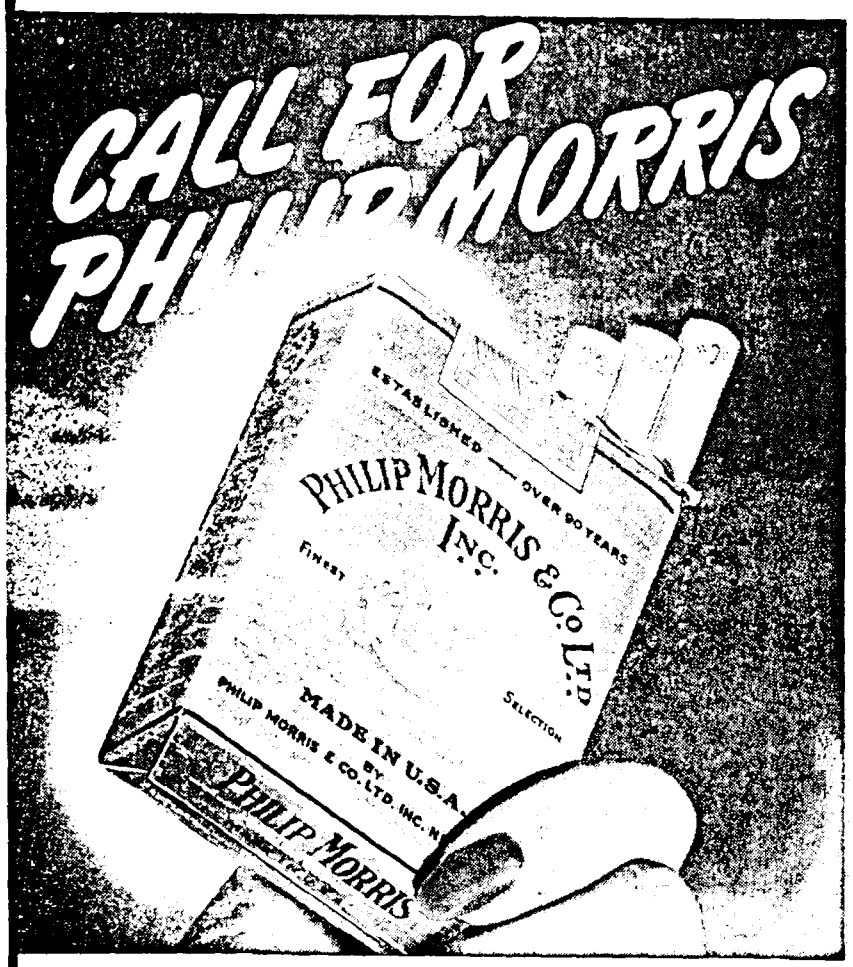
NATIONAL NEWSPAPERS - April 1941

1003071115

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

IMPORTANT TO YOU WHO INHALE—

[All smokers do—some of the time!]



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AMERICA'S FINEST CIGARETTE

TASTE BETTER — PROVED BETTER — Better for your nose and throat — superiority recognized by eminent medical authorities!

1003071116

Copr. 1944, Philip Morris & Co., Ltd., Inc.

12-8

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

NATIONAL NEWSPAPERS - April 1941

1003071117

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

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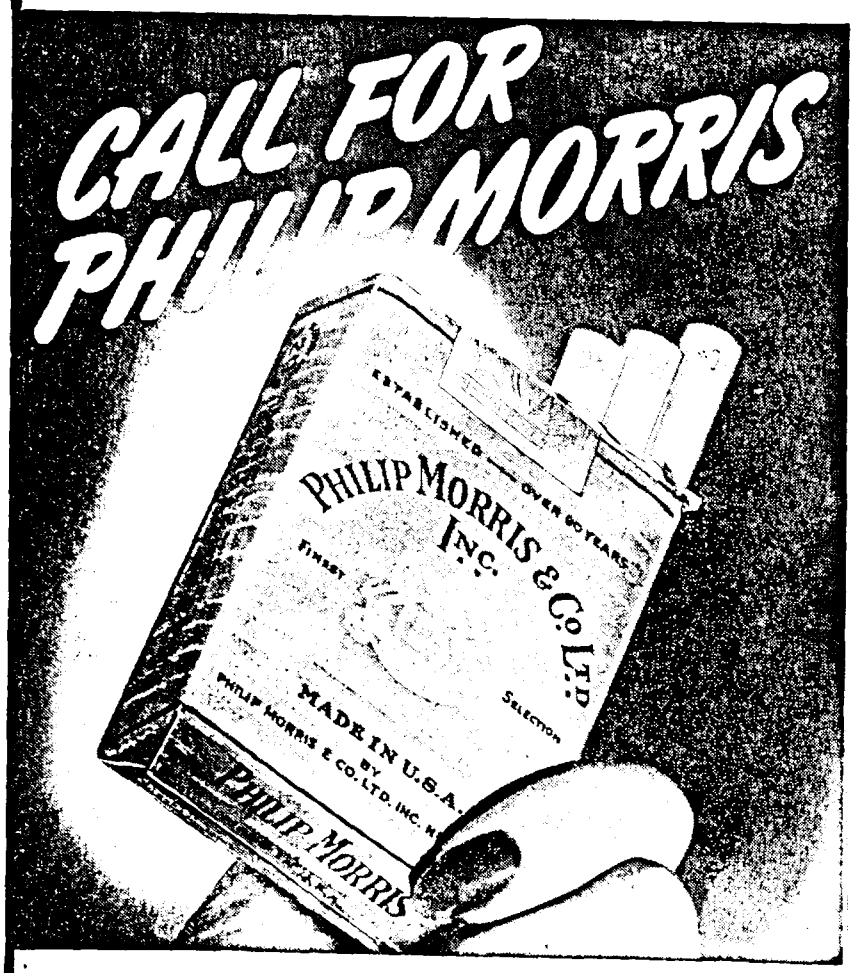

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AMERICA'S FINEST CIGARETTE

TODAY THEY COST NO MORE THAN ORDINARY POPULAR-PRICE BRANDS! (In NEW YORK STATE)

1003071118

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NATIONAL NEWSPAPERS - April 1941

1003071119

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

BECAUSE YOU DO INHALE

this is vital information!

IT'S a known fact: sometimes *every* smoker inhales... *and more smoke contacts more of the nose and throat passages.*

So—chances of irritation naturally increase.

But there are tremendous differences in cigarettes!

They are reported by distinguished doctors—who measured irritant qualities of the *five leading brands.* Here are the facts:—

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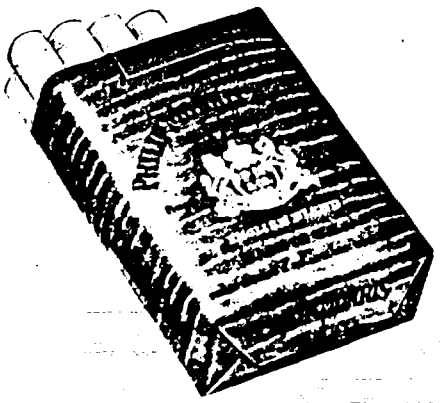
FINER-PLEASURE-PLUS REAL PROTECTION!



AMERICA'S FINEST CIGARETTE TASTE BETTER — and proved better for your nose and throat — superiority recognized by eminent medical authorities!

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12-10

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

NATIONAL NEWSPAPERS - April 1941

1003071121

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CALL FOR PHILIP MORRIS

FINER PLEASURE - PLUS REAL PROTECTION!

AMERICA'S FINEST CIGARETTE TODAY they cost no more than ordinary popular-price cigarettes (in NEW YORK STATE). So why deny yourself Philip Morris' superiority?

1003071122

12-11

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

NATIONAL NEWSPAPERS - April 1941

1003071123

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

"YOU WHO INHALE" means every smoker!

THAT'S WHY THIS INFORMATION IS VITAL!

KNOW it—or not—*you do inhale*, some of the time. All smokers do. And inhaling means *much more contact of smoke with nose and throat passages.*

Then, it's clear, chances of irritation *increase!*

So—be sure you know *this vital difference* between cigarettes—reported by doctors who compared five leading brands.

ON COMPARING — THE IRRITANT QUALITY IN THE SMOKE OF THE FOUR OTHER LEADING BRANDS WAS FOUND TO AVERAGE MORE THAN THREE TIMES THAT OF THE STRIKINGLY CONTRASTED PHILIP MORRIS . . . AND THE IRRITATION LASTS MORE THAN FIVE TIMES AS LONG!

Did you know there was such a tremendous difference . . . such *tremendous superiority* in Philip Morris? Well, there it is . . . complete smoking pleasure, without worry about smoking penalties. So — join the nationwide . . .

CALL FOR PHILIP MORRIS

FINER PLEASURE - PLUS REAL PROTECTION

TASTE BETTER — *and proved better for your nose and throat!*

AMERICA'S FINEST CIGARETTE

1003071124

12-12

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

NATIONAL NEWSPAPERS - April 1941

1003071125

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

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FINER PLEASURE—PLUS REAL PROTECTION

TODAY—they cost no more than ordinary popular-price brands!

AMERICA'S FINEST CIGARETTE

1003071126

12-13

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

NATIONAL NEWSPAPERS - April 1941

1003071127

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

WHEN YOU INHALE—

and all smokers do, some of the time!

REASON it out. Inhaling means more contact of smoke with nose and throat passages . . . so *chances* of irritation must *increase!* Be sure *you* know this vital difference—reported by doctors who compared five leading cigarettes.

ON COMPARING—THE IRRITANT QUALITY IN THE SMOKE OF THE FOUR OTHER LEADING BRANDS WAS FOUND TO AVERAGE MORE THAN THREE TIMES THAT OF THE STRIKINGLY CONTRASTED PHILIP MORRIS . . . AND THE IRRITATION LASTS MORE THAN FIVE TIMES AS LONG!

Enjoy this *complete* smoking pleasure, —enjoy it *without* worry about throat irritation.

CALL FOR PHILIP MORRIS

FINER PLEASURE—PLUS REAL PROTECTION!

AMERICA'S FINEST CIGARETTE

Philip Morris' superiority for the nose and throat is recognized by eminent medical authorities. *No other cigarette can make that statement.*

1003071128

TASTE BETTER—*PROVED* BETTER FOR YOUR NOSE AND THROAT!

12-14

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

NATIONAL NEWSPAPERS - April 1941

1003071129

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Enjoy this *complete* smoking pleasure, —enjoy it *without* worry about throat irritation.

CALL FOR PHILIP MORRIS

FINER PLEASURE—PLUS REAL PROTECTION!

AMERICA'S FINEST CIGARETTE

Today they cost no more than ordinary popular-price cigarettes ( ). So why deny yourself Philip Morris' superiority?

TASTE BETTER—*PROVED* BETTER FOR YOUR NOSE AND THROAT!

1003071130

12-15

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

NATIONAL NEWSPAPERS - April 1941

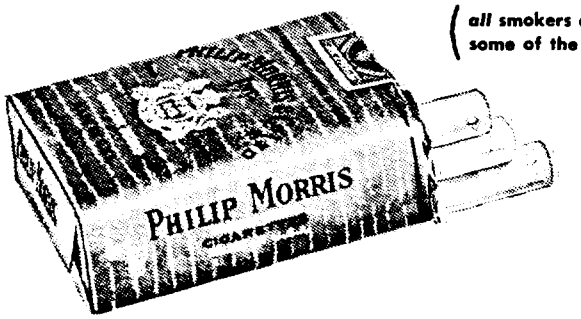
1003071131

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

YOU DO INHALE—

that's why THIS is so vital!

(all smokers do—some of the time)



REAL PROTECTION—PLUS FINER PLEASURE ALWAYS

HERE'S what happens when you inhale. *Smoke comes much more in contact with nose and throat passages . . .* and exposure to irritation naturally *increases.*

So it's wise to know the *facts* about *your* cigarette.

Here's what eminent doctors found out about five leading cigarettes:

ON COMPARING—THE IRRITANT QUALITY IN THE SMOKE OF THE FOUR OTHER LEADING BRANDS WAS FOUND TO AVERAGE MORE THAN THREE TIMES THAT OF THE STRIKINGLY CONTRASTED PHILIP MORRIS . . . AND THE IRRITATION LASTS MORE THAN FIVE TIMES AS LONG!

Many smokers don't even know it—but *all* smokers inhale some of the time.

That's why you need Philip Morris' superiority for the nose and throat — *recognized by eminent medical authorities!* No other cigarette can make that statement.

CALL FOR PHILIP MORRIS!

AMERICA'S FINEST CIGARETTE

No other cigarette provides proof of such outstanding superiority!

1003071132

12-16

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

NATIONAL NEWSPAPERS - April 1941

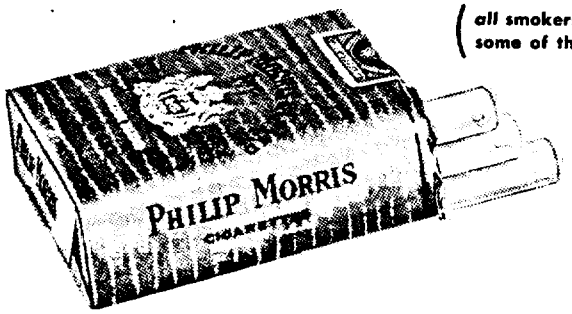
1003071133

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

YOU DO INHALE—

that's why THIS is so vital!

(*all* smokers do—some of the time)



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Many smokers don't even know it—but *all* smokers inhale some of the time.

That's why you need Philip Morris' superiority for the nose and throat—*recognized by eminent medical authorities!* No other cigarette can make that statement.

CALL FOR PHILIP MORRIS!

AMERICA'S FINEST CIGARETTE

Today they cost no more than ordinary popular-price cigarettes!

1003071134

12-17

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

NATIONAL NEWSPAPERS - April 1941

1003074135

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

PROTECTION WHEN YOU INHALE—

(And all smokers do—some of the time)

PLUS finer pleasure all the time!

What happens when you inhale? It's easy to see — there's increased *chance* of irritation . . . in the nose and throat. So it pays to know the *facts* about *your* cigarette.

Here's what eminent doctors found out about the *five leading cigarettes:*

ON COMPARING — THE IRRITANT QUALITY IN THE SMOKE OF THE FOUR OTHER LEADING BRANDS WAS FOUND TO AVERAGE MORE THAN THREE TIMES THAT OF THE STRIKINGLY CONTRASTED PHILIP MORRIS . . . AND THE IRRITATION LASTS MORE THAN FIVE TIMES AS LONG!

Many smokers don't even know it—but *all* smokers inhale some of the time. That's why you need Philip Morris' superiority for the nose and throat—*recognized by eminent medical authorities!*

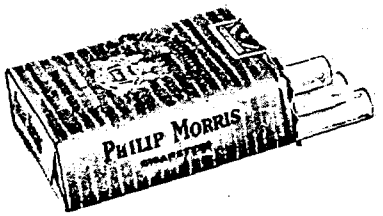
Today they cost no more than ordinary dollar-priced brands!

CALL FOR PHILIP MORRIS!

America's Finest Cigarette!

PROTECTION WHEN YOU INHALE—

(And all smokers do—some of the time)



PLUS finer pleasure all the time!

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Many smokers don't even know it—but *all* smokers inhale some of the time. That's why you need Philip Morris' superiority for the nose and throat—*recognized by eminent medical authorities!*

TASTE BETTER—
PROVED BETTER—
better for your nose and throat!

CALL FOR PHILIP MORRIS!

America's Finest Cigarette!

1003071136

12-18

1003071136 A

PROTECTION WHEN YOU INHALE—

(And all smokers do—some of the time)

PLUS finer pleasure all the time!

What happens when you inhale? It's easy to see — there's increased *chance* of irritation . . . in the nose and throat. So it pays to know the *facts* about *your* cigarette.

Here's what eminent doctors found out about the *five leading cigarettes:*

ON COMPARING — THE IRRITANT QUALITY IN THE SMOKE OF THE FOUR OTHER LEADING BRANDS WAS FOUND TO AVERAGE MORE THAN THREE TIMES THAT OF THE STRIKINGLY CONTRASTED PHILIP MORRIS . . . AND THE IRRITATION LASTS MORE THAN FIVE TIMES AS LONG!

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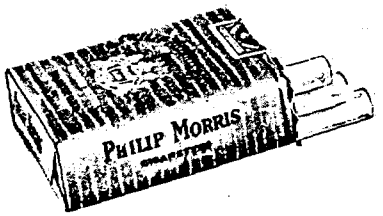
Today they cost no more than ordinary dollar-priced brands!

CALL FOR PHILIP MORRIS!

America's Finest Cigarette!

PROTECTION WHEN YOU INHALE—

(And all smokers do—some of the time)



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Many smokers don't even know it—but *all* smokers inhale some of the time. That's why you need Philip Morris' superiority for the nose and throat—*recognized by eminent medical authorities!*

TASTE BETTER—
PROVED BETTER—
better for your nose and throat!

CALL FOR PHILIP MORRIS!

America's Finest Cigarette!

1003071136

12-18

1003071136 A

NATIONAL NEWSPAPERS - April 1941

1003071137

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

YOU CAN'T HELP INHALING — BUT

113

YOU CAN HELP YOUR THROAT!

MAYBE you don't know it—*but some of the time you inhale.* All cigarette smokers do. And that means: more smoke in contact with sensitive nose and throat passages . . . more *chance* of irritation. But now read of a vital difference. It's reported by eminent doctors who compared the five leading cigarettes—and found that:

IRRITATION FROM THE SMOKE OF THE FOUR OTHER CIGARETTES *AVERAGED MORE THAN THREE TIMES* THAT OF THE STRIKINGLY CONTRASTED PHILIP MORRIS. AND, WHAT'S MORE, SUCH IRRITATION *LASTED MORE THAN FIVE TIMES AS LONG!* *

You smoke for pleasure. So—why not have the *most* pleasure possible—without worry about throat irritation, *even when you do inhale?* That's what is waiting for you — in PHILIP MORRIS, the cigarette that tastes better . . . and is *proved* better for your nose and throat!

CALL FOR PHILIP MORRIS

FINER PLEASURE
***PLUS* REAL PROTECTION—**
AMERICA'S *FINEST* CIGARETTE!

* Fully reported in authoritative medical journals

1003071138
1003071138

12-19

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

NATIONAL NEWSPAPERS - Sept. 18, 1941

1003071139

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

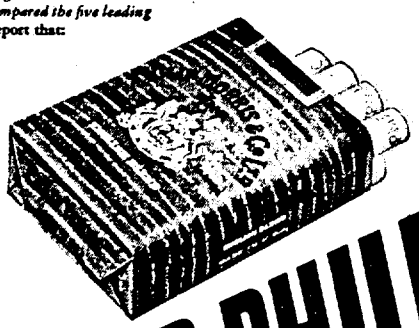
YOU CAN'T HELP INHALING - BUT

YOU CAN HELP YOUR THROAT!

1 All smokers *sometimes* inhale. This brings more smoke into contact with sensitive nose and throat passages and *increases chances* of irritation. But there's plenty of difference between PHILIP MORRIS and other cigarettes! Eminent doctors who *compared the five leading brands*—report that:

2 THE SMOKE OF THE FOUR OTHER LEADING BRANDS *AVERAGED MORE THAN THREE TIMES AS IRRITANT* AS THE STRIKINGLY CONTRASTED PHILIP MORRIS—AN IRRITANT EFFECT WHICH *LASTED MORE THAN FIVE TIMES AS LONG!* *

3 You have this *proved protection—added* to finer smoking pleasure—*if you smoke* PHILIP MORRIS! You enjoy the flavor of the finest cigarette tobaccos . . . with never a worry about throat irritation, *even when you inhale.*



NOTE: *Arrangements can be made to send cigarettes to accessible countries abroad. Write Dept 00, Philip Morris & Co., 119 5th Ave., N. Y. C.*

CALL FOR PHILIP MORRIS

AMERICA'S FINEST CIGARETTE

LANA TURNER in "THE DEVIL AND MISS JONES" This Friday night, CBS PHILIP MORRIS "Playhouse" (See local radio schedule)

FINER PLEASURE *PLUS* **REAL PROTECTION**

*Fully reported in authoritative medical journals

Ad No. 32—1200 lines

Copr. 1941, Philip Morris & Co., Ltd., Inc.

1003071140

12-20

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

NATIONAL NEWSPAPERS - Sept. 23, 1941

1003071141

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

YOU CAN'T HELP INHALING-BUT YOU CAN HELP YOUR THROAT!

THAT'S vital because all smokers sometimes inhale. And inhaling increases the *chance* of irritation. So—read what eminent doctors report, after comparing the five leading cigarettes. They find that:

IN STRIKING CONTRAST TO PHILIP MORRIS—IRRITANT EFFECTS OF THE FOUR OTHER LEADING CIGARETTES AVERAGED MORE THAN THREE TIMES AS HIGH—AND LASTED MORE THAN FIVE TIMES AS LONG!*

If you smoke PHILIP MORRIS you have this *proved protection added* to *finer pleasure* . . . no worry about throat irritation *even when you inhale!*

CALL FOR PHILIP MORRIS

AMERICA'S *FINEST* CIGARETTE!

*Fully reported in authoritative medical journals

1003071142

YOU CAN'T HELP *INHALING*—BUT YOU CAN HELP YOUR THROAT!

ALL smokers inhale, sometimes. And inhaling increases the CHANCE of irritation. But—*note this difference between leading cigarettes!* Eminent doctors compared *the five leading brands* . . . and report that:

IN STRIKING CONTRAST TO PHILIP MORRIS—IRRITANT EFFECTS OF THE FOUR OTHER LEADING BRANDS AVERAGED MORE THAN THREE TIMES AS HIGH—AND LASTED MORE THAN FIVE TIMES AS LONG! *

So—*even when you inhale*—you have protection *added* to your enjoyment *if you smoke* PHILIP MORRIS!

CALL FOR PHILIP MORRIS

FINER PLEASURE *PLUS* REAL PROTECTION.
AMERICA'S *FINEST* CIGARETTE!

*Fully reported in authoritative medical journals

1003071142 A

12-21

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

YOU CAN'T HELP INHALING-BUT YOU CAN HELP YOUR THROAT!

THAT'S vital because all smokers sometimes inhale. And inhaling increases the *chance* of irritation. So—read what eminent doctors report, after comparing the five leading cigarettes. They find that:

IN STRIKING CONTRAST TO PHILIP MORRIS—IRRITANT EFFECTS OF THE FOUR OTHER LEADING CIGARETTES AVERAGED MORE THAN THREE TIMES AS HIGH—AND LASTED MORE THAN FIVE TIMES AS LONG!*

If you smoke PHILIP MORRIS you have this *proved protection added* to *finer pleasure* . . . no worry about throat irritation *even when you inhale!*

CALL FOR PHILIP MORRIS

AMERICA'S *FINEST* CIGARETTE!

*Fully reported in authoritative medical journals

1003071142

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IN STRIKING CONTRAST TO PHILIP MORRIS—IRRITANT EFFECTS OF THE FOUR OTHER LEADING BRANDS AVERAGED MORE THAN THREE TIMES AS HIGH—AND LASTED MORE THAN FIVE TIMES AS LONG! *

So—*even when you inhale*—you have protection *added* to your enjoyment *if you smoke* PHILIP MORRIS!

CALL FOR PHILIP MORRIS

FINER PLEASURE *PLUS* REAL PROTECTION.
AMERICA'S *FINEST* CIGARETTE!

*Fully reported in authoritative medical journals

1003071142 A

12-21

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

NATIONAL NEWSPAPERS - Oct. 28, 1941

1003071143

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

YOU CAN'T HELP INHALING— *But* YOU CAN HELP YOUR THROAT!

SMOKING'S MORE FUN when you're not worried by throat irritation or "smokers' cough" It's natural to *inhale, sometimes. All smokers do.* And inhaling *increases the CHANCE of irritation* to your sensitive nose and throat. But—note *this vital difference!* Eminent doctors *compared* the five leading cigarettes . . . and report that:

THE SMOKE OF THE FOUR OTHER LEADING BRANDS *AVERAGED MORE THAN THREE TIMES AS IRRITANT* AS THE AMAZINGLY DIFFERENT PHILIP MORRIS — AN IRRITANT EFFECT WHICH *LASTED MORE THAN FIVE TIMES AS LONG!* *

If you smoke PHILIP MORRIS *you have this proved protection — even when you inhale!* Protection *added* to your enjoyment of the world's finest cigarette tobaccos. **THEY TASTE BETTER—THEY'RE BETTER FOR YOU!**

CALL FOR PHILIP MORRIS

FINER PLEASURE *PLUS* REAL PROTECTION —

AMERICA'S *FINEST* CIGARETTE!

**Fully reported in authoritative medical journals*

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1003071144

12-22

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

NATIONAL NEWSPAPERS - Oct. 7, 1941

1003071145

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

YOU CAN'T HELP INHALING - BUT

117

YOU CAN HELP YOUR THROAT!

YOU—and all smokers—inhale, sometimes. And inhaling *increases exposure to irritation* in your sensitive nose and throat. But—look! Eminent doctors compared the five leading cigarettes . . . and report that:

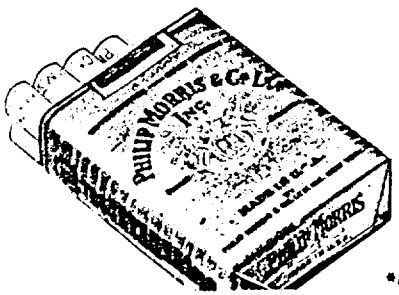
IRRITATION FROM THE SMOKE OF THE FOUR OTHER CIGARETTES AVERAGED *MORE THAN THREE TIMES* THAT OF THE STRIKINGLY CONTRASTED PHILIP MORRIS — AND, WHAT'S MORE, SUCH IRRITATION LASTED *MORE THAN FIVE TIMES* AS LONG!*

If you smoke PHILIP MORRIS — you have *proved protection — even when you inhale!* Enjoyment of the world's finest cigarette tobaccos — *without worry* about smoking penalties!

Change now! PHILIP MORRIS **TASTE BETTER — AND THEY'RE BETTER FOR YOU!**

CALL FOR PHILIP MORRIS

FINER PLEASURE
PLUS
REAL PROTECTION
AMERICA'S *FINEST* CIGARETTE!



*Fully reported in authoritative medical journals

Copr. 1941, Philip Morris & Co. Ltd., Inc.

12-23

1003071146

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

NATIONAL NEWSPAPERS - Oct. 21, 1941

1003071147

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

YOU CAN'T HELP INHALING—BUT

YOU CAN HELP YOUR THROAT!

YOU'RE *bound* to inhale, sometimes. *All smokers do*. And that *increases the CHANCE of irritation*. But—note *this vital difference*. Eminent doctors compared the five leading cigarettes . . . and report that:

IN STRIKING CONTRAST TO PHILIP MORRIS—IRRITANT EFFECTS OF THE FOUR OTHER LEADING BRANDS AVERAGED MORE THAN THREE TIMES AS HIGH—AND LASTED MORE THAN FIVE TIMES AS LONG! *

Smoke PHILIP MORRIS — and *you enjoy* the world's finest tobaccos *without worry about throat irritation even when you inhale!* This *proved protection is added* to finer pleasure. **THEY TASTE BETTER — THEY'RE BETTER FOR YOU!**

MARTHA SCOTT in "MADE FOR EACH OTHER" This Friday night, CBS PHILIP MORRIS Playhouse (See local radio columns)

FINER PLEASURE *PLUS* REAL PROTECTION.

CALL FOR PHILIP MORRIS

AMERICA'S FINEST CIGARETTE

*Fully reported in authoritative medical journals.

Copr. 1941, Philip Morris & Co., Ltd., Inc.

1003071148

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000/ Z-24

NATIONAL NEWSPAPERS - Oct. 28, 1941

1003071149

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

Even Though You Inhale—

NO WORRY ABOUT THROAT IRRITATION—

If you smoke—you can't help inhaling! BUT... you *can* help your throat.

You *can* have this exclusive proved PHILIP MORRIS superiority . . . facts reported by eminent doctors who *compared* the leading popular cigarettes:

IRRITATION FROM THE SMOKE OF THE FOUR OTHER CIGARETTES AVERAGED *MORE THAN THREE TIMES* THAT OF THE STRIKINGLY CONTRASTED PHILIP MORRIS—AND, WHAT'S MORE, SUCH IRRITATION LASTED *MORE THAN FIVE TIMES* AS LONG!

No finer tobaccos are grown than those you enjoy in the marvelous PHILIP MORRIS blend. *But that alone is not enough!* A basic difference in manufacture makes PHILIP MORRIS *better for your nose and throat* —besides being *better* tasting!

MORE PLEASURE IN EVERY PUFF—PLUS PROTECTION!

CALL FOR PHILIP MORRIS

America's Finest Cigarette!

1003071150

12-25

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

NATIONAL NEWSPAPERS - April 6, 1942

1003071151

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

Because of exclusive proved PHILIP MORRIS superiority—

NO WORRY ABOUT THROAT IRRITATION—

EVEN WHEN YOU INHALE!

All smokers inhale—sometimes. But it needn't bother your throat.

You know why? Here's the answer—facts reported by eminent doctors who *compared* the leading popular cigarettes:

✓ IRRITATION FROM THE SMOKE OF THE FOUR OTHER CIGARETTES AVERAGED *MORE THAN THREE TIMES THAT* OF THE STRIKINGLY CONTRASTED PHILIP MORRIS—AND, WHAT'S *MORE*, SUCH IRRITATION LASTED *MORE THAN FIVE TIMES AS LONG!*

For *finer pleasure—plus* proved protection—*now* . . .

CALL FOR PHILIP MORRIS

America's Finest Cigarette!

1003071152

17-26

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

NATIONAL NEWSPAPERS - April 14, 1942

1003071153

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

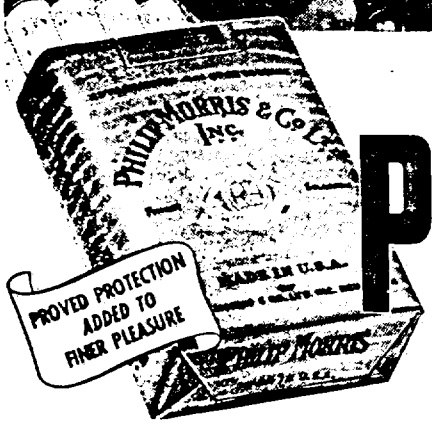
NO OTHER CIGARETTE CAN GIVE THIS PROOF

NO WORRY ABOUT THROAT IRRITATION even when YOU INHALE!

This *exclusive* *proved* PHILIP MORRIS superiority is reported by eminent doctors—who *compared* the leading popular cigarettes:

THE SMOKE OF THE FOUR OTHER LEADING BRANDS *AVERAGED MORE THAN THREE TIMES* AS IRRITANT AS THE AMAZINGLY DIFFERENT PHILIP MORRIS—AN IRRITANT EFFECT WHICH *LASTED MORE THAN FIVE TIMES AS LONG!*

You can't help inhaling—BUT you *can* help your throat!



CALL FOR PHILIP MORRIS

America's *FINEST* Cigarette

Ad No. 3—1200 lines

1003071154

12-27

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

NATIONAL NEWSPAPERS - April 28, 1942

1003071155

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

SURE YOU INHALE!

SO_BE SURE ABOUT YOUR CIGARETTE

All smokers sometimes inhale. But—*your* throat need *not* be punished!

Proved and reported by eminent doctors who *compared* the leading popular cigarettes:

IN STRIKING CONTRAST TO PHILIP MORRIS —IRRITANT EFFECTS OF THE FOUR OTHER LEADING BRANDS AVERAGED *MORE THAN THREE TIMES AS HIGH*—AND LASTED *MORE THAN FIVE TIMES AS LONG!*

A basic difference in manufacture makes PHILIP MORRIS *better for your nose and throat —besides* being *better tasting!*

CALL FOR PHILIP MORRIS

America's *Finest* Cigarette!

MORE PLEASURE IN EVERY PUFF PLUS PROTECTION

1003071156

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

NATIONAL NEWSPAPERS - May 12, 1942

1003021157

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

INHALING NEEDN'T WORRY YOU

[IT NEEDN'T IRRITATE YOUR THROAT]

IT'S a vital difference—between PHILIP MORRIS and other cigarettes.

Eminent doctors *compared* the leading popular cigarettes. And *they report* that:

IN STRIKING CONTRAST TO PHILIP MORRIS—IRRITANT EFFECTS OF THE FOUR OTHER LEADING BRANDS AVERAGED MORE THAN THREE TIMES AS HIGH—AND LASTED MORE THAN FIVE TIMES AS LONG!

A fact—PHILIP MORRIS' superiority is recognized by eminent medical authorities. *No other cigarette can make that statement!*

REAL PROTECTION ADDED TO FINER PLEASURE!

America's FINEST Cigarette

1003071158

ALL SMOKERS INHALE—*BUT*

it needn't bother YOUR throat!

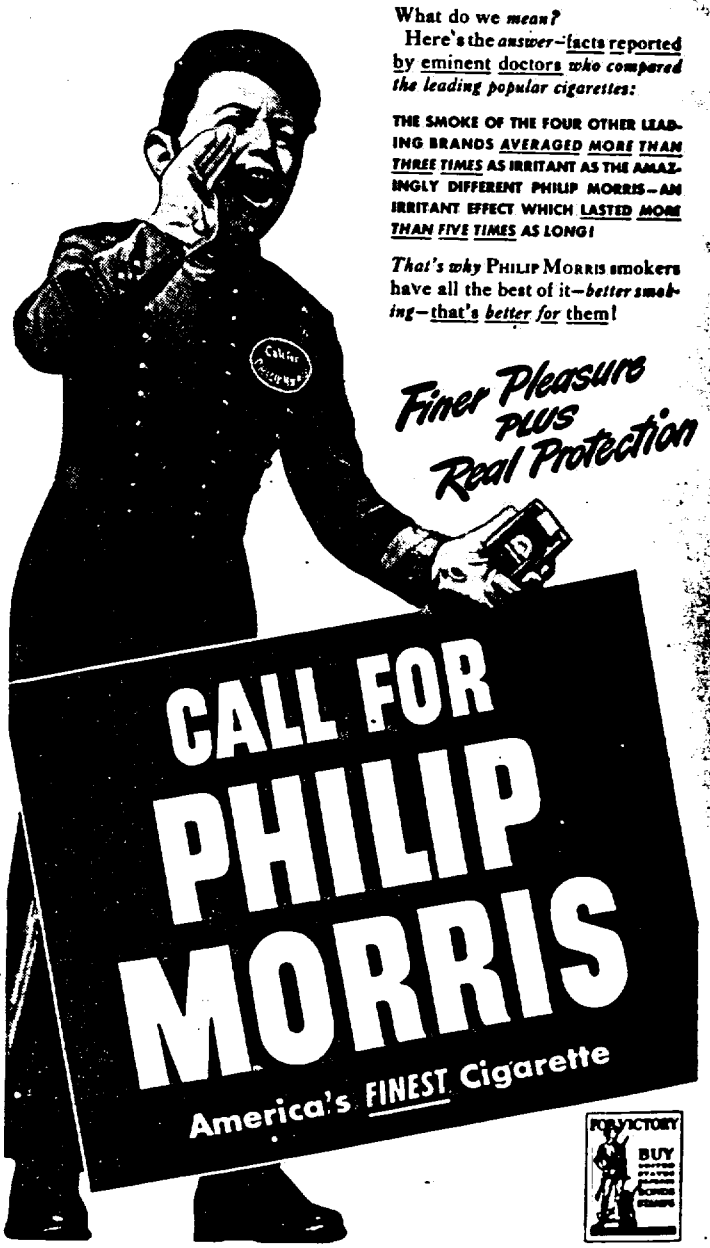
What do we *mean?*

Here's the *answer*—facts reported by eminent doctors *who compared the leading popular cigarettes:*

THE SMOKE OF THE FOUR OTHER LEADING BRANDS AVERAGED MORE THAN THREE TIMES AS IRRITANT AS THE AMAZINGLY DIFFERENT PHILIP MORRIS—AN IRRITANT EFFECT WHICH LASTED MORE THAN FIVE TIMES AS LONG!

That's why PHILIP MORRIS smokers have all the best of it—*better smoking*—that's *better for* them!

Finer Pleasure PLUS Real Protection



1003071158 A

12-29

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

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America's FINEST Cigarette

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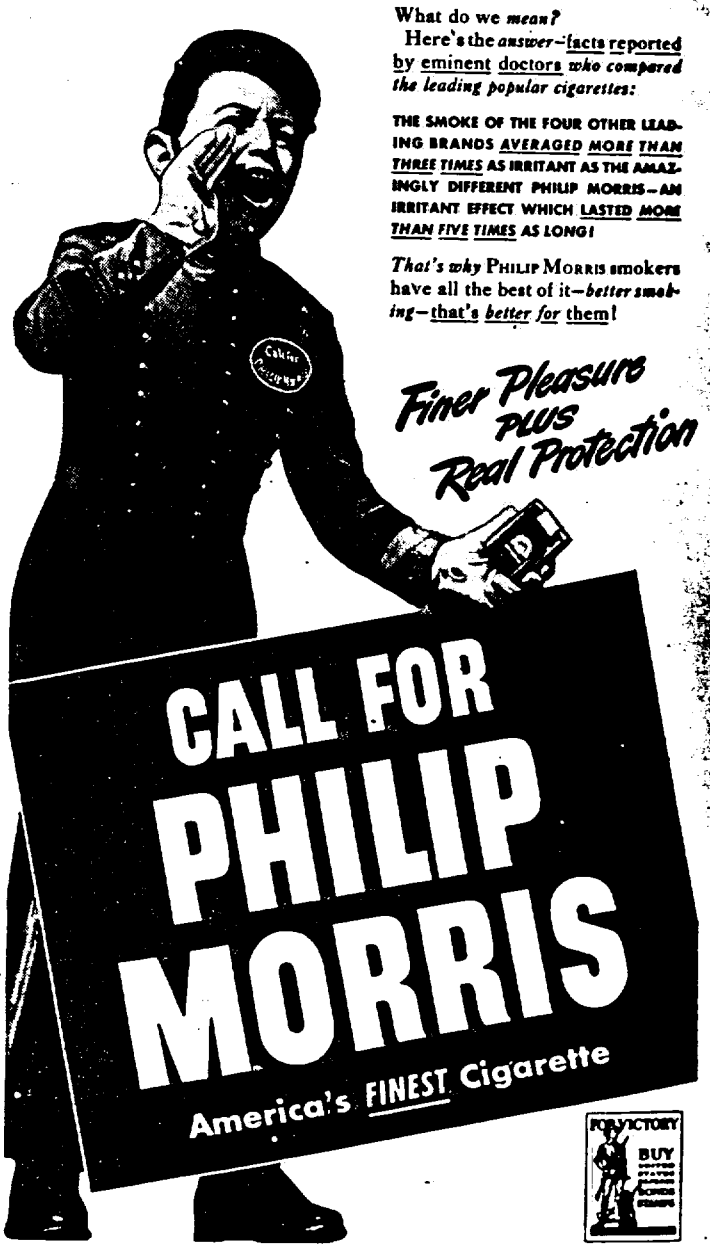
That's why PHILIP MORRIS smokers have all the best of it—*better smoking*—that's *better for* them!

Finer Pleasure PLUS Real Protection



1003071158 A

12-29

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

NATIONAL NEWSPAPERS - April 24 and May 5, 1942

1003071159

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

PHILIP MORRIS MAGAZINE

GENERAL MAGAZINES

1940 - 1941 - 1942

1003071160

12-30

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

Join the Nationwide Swing to

PHILIP MORRIS

124

Philip Morris Cigarettes are definitely better for your nose and throat—superiority recognized by eminent medical authorities.

Call for
PHILIP MORRIS

1003071161

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

SOCIAL SPECTATOR - Jan. 15, 1940
Jan. 31, 1940
Feb. 14, 1940
Feb. 28, 1940
Mar. 16, 1940
Mars 30, 1940

WESTCHESTER POLO PROGRAM 1940

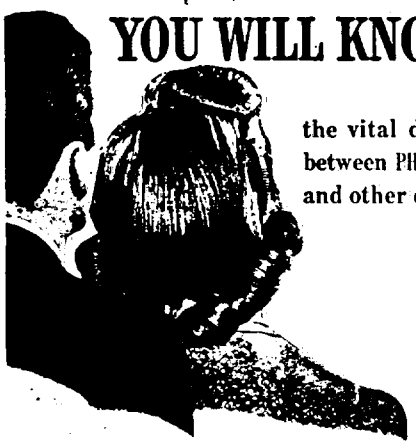
PALM BEACH POLO PROGRAM 1940

1003071162

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

125

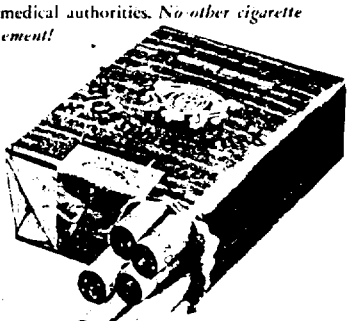
15 SECONDS FROM NOW YOU WILL KNOW –



the vital difference between PHILIP MORRIS and other cigarettes

READ IT—the findings* of a group of distinguished doctors: WHEN SMOKERS CHANGED TO PHILIP MORRIS, EVERY CASE OF IRRITATION OF THE NOSE OR THROAT, DUE TO SMOKING, CLEARED COMPLETELY OR DEFINITELY IMPROVED! **NOW TRY IT**—enjoy the world's finest tobaccos ... *plus* superiority for the nose and throat that is recognized by eminent medical authorities. *No other cigarette can make that statement!*

*Reported in authoritative medical journals



CALL FOR

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America's FINEST Cigarette

CREATORS OF FAMOUS CIGARETTES FOR 92 YEARS. ALWAYS UNDER THE PHILIP MORRIS NAME

THE KEY TO MORE SMOKING-PLEASURE

without smoking-penalties!

YOU'LL like Philip Morris—find them vitally different from other cigarettes. This difference makes Philip Morris better for your nose and throat—superiority recognized by eminent medical authorities. So... why wait?

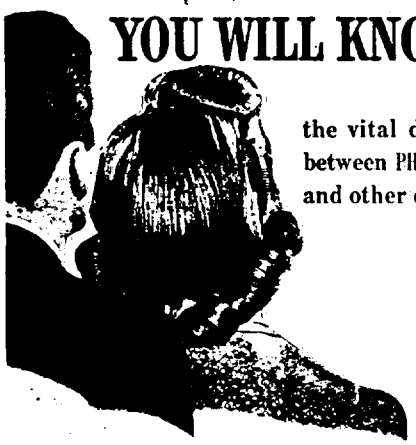
1003071163

1003071163A

12-32

125

15 SECONDS FROM NOW YOU WILL KNOW –



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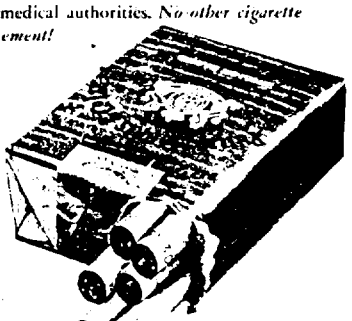

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1003071163

1003071163A

12-32

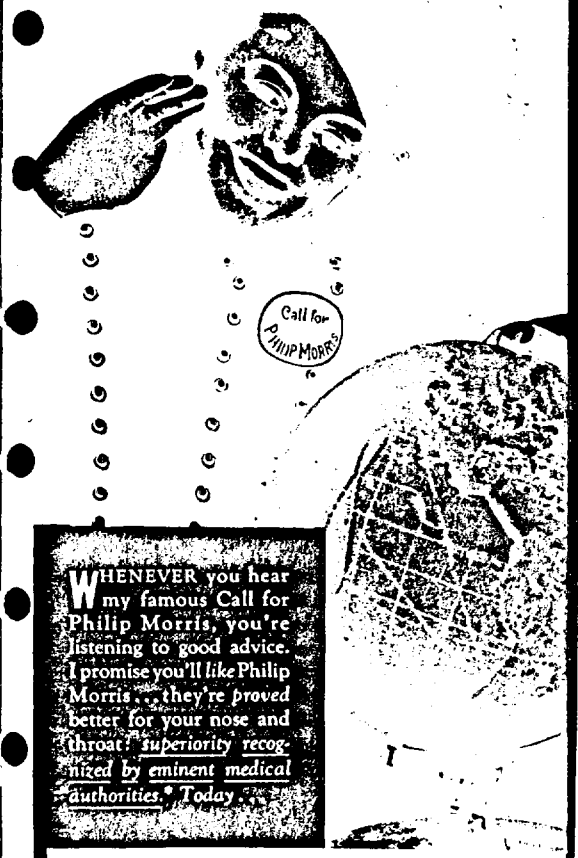
SAT. EVE. POST	FEB. 17, 1940
LIFE	FEB. 12, 1940
COLLIER'S	FEB. 24, 1940
LOOK	MAY 7, 1940
EXTENSION	JUNE 1940

SAT. EVE. POST	Sept. 7, 1940
COLLIERS	Nov. 30, 1940
LIFE	Nov. 11, 1940
LOOK	Nov. 19, 1940
TIME	Oct. 28, 1940
LIBERTY	Sept. 21, 1940
MONTHLY MAG.	Oct. 1940

1003071164

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

'LL TELL THE WOR



WHENEVER you hear my famous Call for Philip Morris, you're listening to good advice. I promise you'll *like* Philip Morris . . . they're *proved* better for your nose and throat: *superiority recognized by eminent medical authorities.* Today . . .

CALL FOR PHILIP MORRIS

*No other cigarette can make that statement!

AMERICA'S FINEST CIGARETTE

CREATORS OF FAMOUS CIGARETTES FOR 90 YEARS. ALWAYS UNDER THE PHILIP MORRIS NAME.

EVERYBODY JOIN IN THE CHORUS—

126

Call FOR PHILIP MORRIS!

Why? Because you'll *like* Philip Morris . . . the grand flavor and aroma of the world's finest tobaccos . . . the freedom from irritation, "smokers' cough," and all such smoking-penalties. Philip Morris have been *proved* better for your nose and throat: *superiority recognized by eminent medical authorities.* So . . . Call for Philip Morris—

AMERICA'S FINEST CIGARETTE

12-33

1003071165

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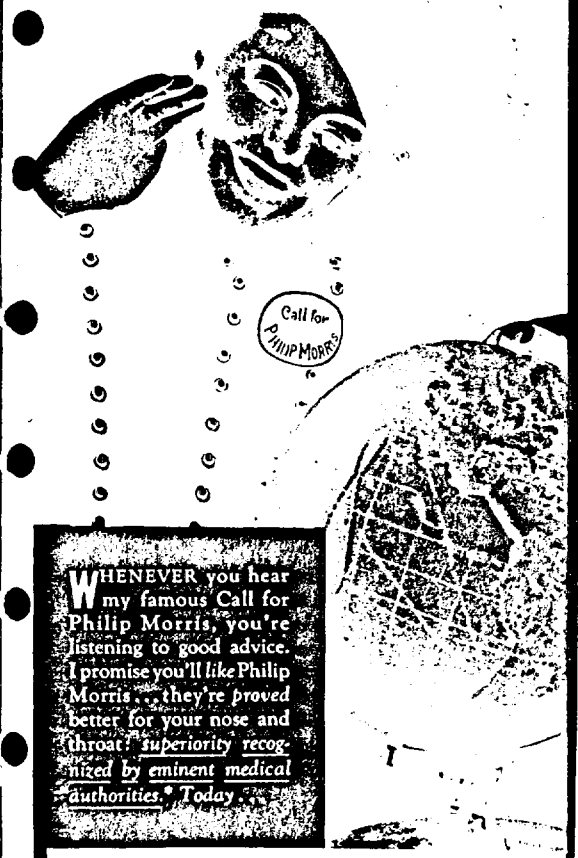

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AMERICA'S FINEST CIGARETTE

12-33

1003071165

LIFE	Mar. 18, 1940	SAT. EVE. POST	May 26, 1942
COLLIERS	Mar. 23, 1940	COLLIER'S	May 11, 1942
LIBERTY	Mar. 30, 1940	LIBERTY	May 1940
SAT. EVE. POST	Mar. 23, 1940	EXTENSION	May 1940
EXTENSION	Mar. 1940	MONTHLY MAGS.	July 1940
MONTHLY MAGAZINES	Apr. 1940 & July 1940		

1003071166

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

1003071167

CALL FOR PHILIP MORRIS

AMERICA'S FINEST CIGARETTE

Enjoy to the full the flavor and aroma of the world's finest tobaccos — with no worry about throat irritation — *even if you inhale!*

Found by eminent doctors on comparing four other leading cigarette brands average 25% more irritant than the strikingly contrasted Philip Morris — and, the irritation lasts more than five times as long!

FOR SMOKING-PLEASURE THAT IS UNMARRED—

. . . When you smoke Philip Morris, your enjoyment of the world's finest tobaccos is unmarred by smoking-penalties. This cigarette is *proved* better for your nose and throat — superiority recognized by eminent medical authorities; a statement no other cigarette can make! So . . .

CALL FOR PHILIP MORRIS

AMERICA'S FINEST CIGARETTE

Creators of famous cigarettes for 92 years, always under the Philip Morris name.

Source: https://www.industrydocuments.ucsf.edu/docs/ylnk0000

1003071167

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Source: https://www.industrydocuments.ucsf.edu/docs/ylnk0000

LIFE	Apr. 15, 1940
COLLIER'S	Apr. 13, 1940
SAT. EVE. POST	Apr. 27, 1940
LOOK	June 18, 1940
EXTENSION	April 1940
LIBERTY	April 27, 1940
MONTHLY MAG'S.	May 1940

1003071168

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

THEY'VE GOT THE IDEA—

CALL FOR PHILIP MORRIS

TRUE SMOKING PLEASURE—WITHOUT SMOKING PENALTIES!

DO YOU INHALE?

All smokers do—some of the time

IT'S easy to understand that when you do inhale — consciously or unconsciously — there's increased exposure to irritation! Here's something vital — long known to eminent medical authorities: *4 other leading brands of cigarettes were found to average 235% more irritant than the strikingly contrasted Philip Morris — and further, the irritation was found to last more than five times as long!*

So — especially if you inhale — Call for Philip Morris — *complete* smoking pleasure, unmarred by throat irritation. Philip Morris' superiority for the nose and throat is *recognized* by eminent medical authorities: *no other cigarette can make that statement!*

AMERICA'S FINEST CIGARETTE

CREATORS OF FAMOUS CIGARETTES FOR 93 YEARS, ALWAYS UNDER THE PHILIP MORRIS NAME

"MY JOB'S A PICNIC..

All I do is remind you... there's a vital difference that makes you want PHILIP MORRIS"

YES... a vital difference in manufacture... brings *to you* a vital difference, of smoking enjoyment without smoking penalties. For, as a group of distinguished doctors found*

—WHEN SMOKERS CHANGED TO PHILIP MORRIS, EVERY CASE OF IRRITATION OF THE NOSE OR THROAT—DUE TO SMOKING—CLEARED COMPLETELY, OR DEFINITELY IMPROVED.

*Reported in authoritative medical journals

CALL FOR PHILIP MORRIS

America's FINEST Cigarette

CREATORS OF FAMOUS CIGARETTES FOR 93 YEARS, ALWAYS UNDER THE PHILIP MORRIS NAME

12-35

1003071169

1003071169

Source: https://www.industrydocuments.ucsf.edu/docs/jfmk0000

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12-35

1003071169

1003071169

Source: https://www.industrydocuments.ucsf.edu/docs/jfmk0000

COLLIERS	SEPT. 28, 1940
LIFE	OCT. 14, 1940
SAT. EVE. POST	OCT. 5, 1940
LOOK	OCT. 22, 1940
TIME	NOV. 25, 1940
MONTHLY MGS.	NOV. & DEC. 1940

COLLIER'S	Jan. 1941
SAT.EVE.POST	Jan. 25, 1941
LIFE	Jan. 27, 1941
HOUSEHOLD	Feb. 1941
TIME	Jan. 20, 1941
NEW YORKER	Jan. 25, 1941
LOOK	Feb. 25, 1941
MONTHLY MAGS.	Mar. 1941

1003074170

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

12-36

1003071171

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

SAT. EVE. POST	DEC. 16, 1940
LIFE	DEC. 14, 1940
COLLIER'S	DEC. 21, 1940
LIBERTY	DEC. 21, 1940
LOOK	DEC. 17, 1940
MONTHLY MAGAZINES	JAN. 1941

1003071172

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

I'M CALLING
JUST TO REMIND YOU
CALL FOR
PHILIP MORRIS
—especially
if you INHALE!
Most of us do inhale—at least some of the time. Which is all the more reason to smoke Philip Morris . . . for complete smoking pleasure unmarred by throat irritation . . . superiority recognized by eminent medical authorities. You'll quickly discover the tremendous, enjoyable difference—when you CALL FOR PHILIP MORRIS.
AMERICA'S
FINEST
CIGARETTE
PHILIP MORRIS & CO.
20
CREATORS OF FAMOUS CIGARETTES FOR 91 YEARS, ALWAYS UNDER THE PHILIP MORRIS NAME

12-37

EXTENSIONS - JAN. 1941

1003027174

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

GROWING EACH YEAR!

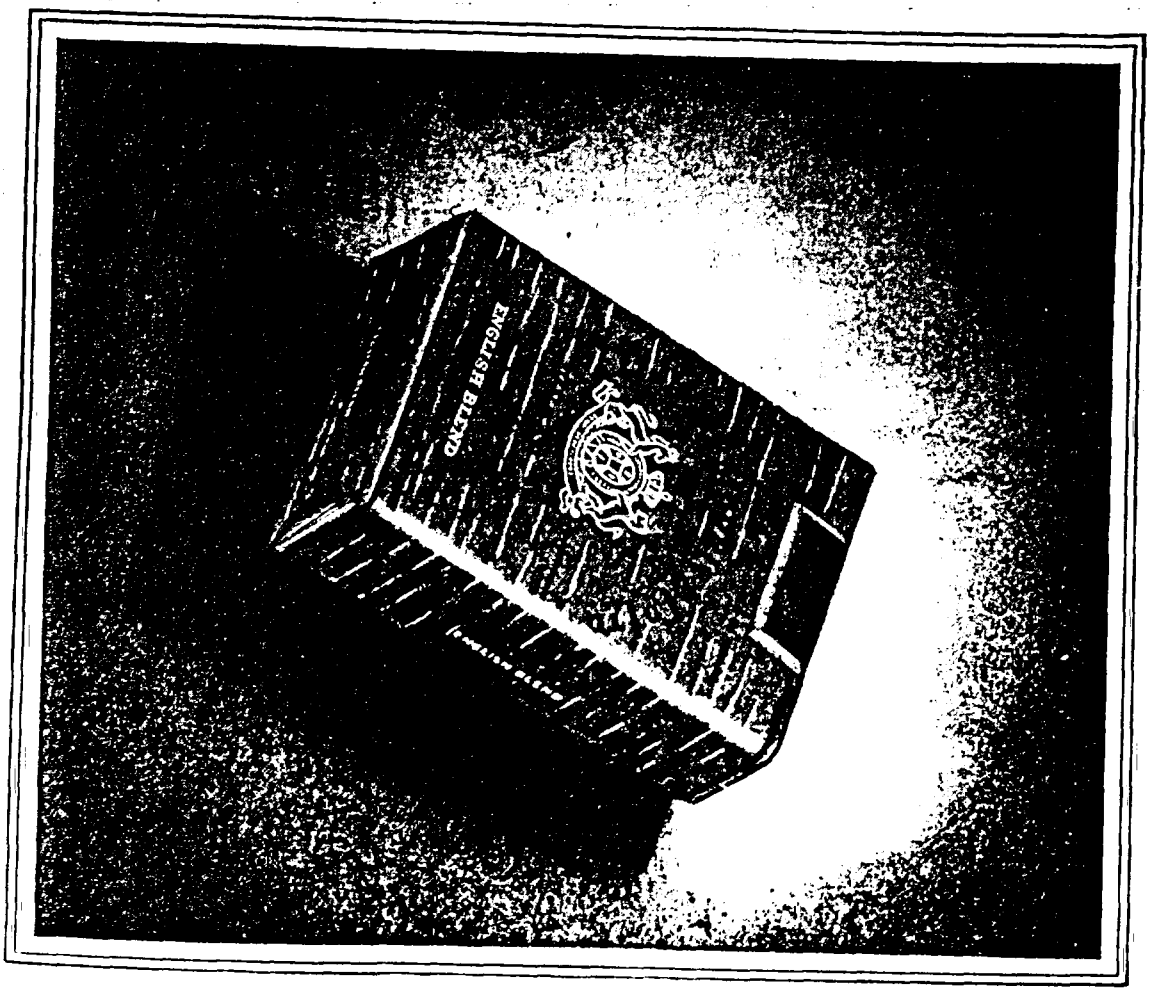
131

. . . because each year more people join in this Call for Philip Morris — people who have discovered that Philip Morris is a superior cigarette — superior for the nose and throat — *a superiority recognized by eminent medical authorities!*

1940 was Philip Morris' biggest year. *Today* — why not join the thousands of new Philip Morris smokers who will make 1941 even bigger?

CALL FOR PHILIP MORRIS!

AMERICA'S
FINEST
CIGARETTE



1003071175

12-38

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

MAGAZINE OF WALL STREET	JAN. 11, 1941
FORBES	JAN. 1, 1941
FINANCIAL WORLD	JAN. 29, 1941

1003071176

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

TO YOU WHO INHALE

(*All* smokers do—*sometimes*!)

When you inhale, exposure to irritation *increases*. So—choose *your* cigarette with care! Read what eminent medical authorities found about five leading brands of cigarettes.

On comparing . . . *four other leading brands were found to average 235% more irritant than the strikingly contrasted Philip Morris—and, the irritation was found to last more than five times as long!*

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AMERICA'S FINEST CIGARETTE

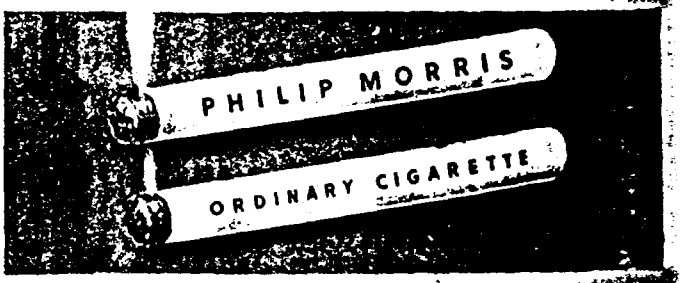
CREATORS OF FAMOUS CIGARETTES FOR 93 YEARS. ALWAYS UNDER THE PHILIP MORRIS NAME

1003071177

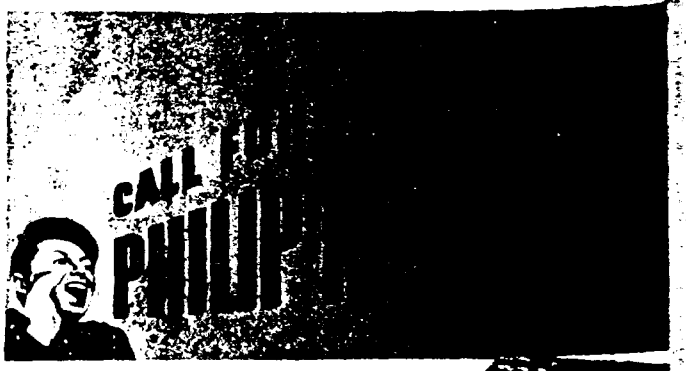
DO YOU INHALE?

All smokers do—some times. And inhaling increases the chance of smoking-irritation.

● Reported by eminent medical authorities is this vital difference between Philip Morris and four other leading cigarettes. *On comparison, the other four brands averaged 235% more irritant than the strikingly contrasted Philip Morris.* Read on.



● *Further — the irritant effect of the four other leading brands was found to last more than five times as long!* You can't *see* this difference — but you can *feel* it, *especially when you inhale!* That's vital to *all* who smoke!



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AMERICA'S FINEST CIGARETTE

CREATORS OF FAMOUS CIGARETTES FOR 93 YEARS. ALWAYS UNDER THE PHILIP MORRIS NAME

1003071177A 12-39

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

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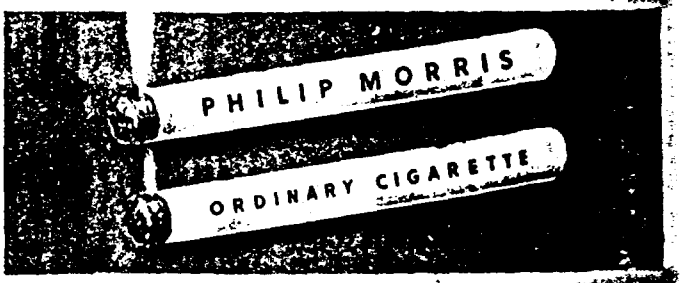

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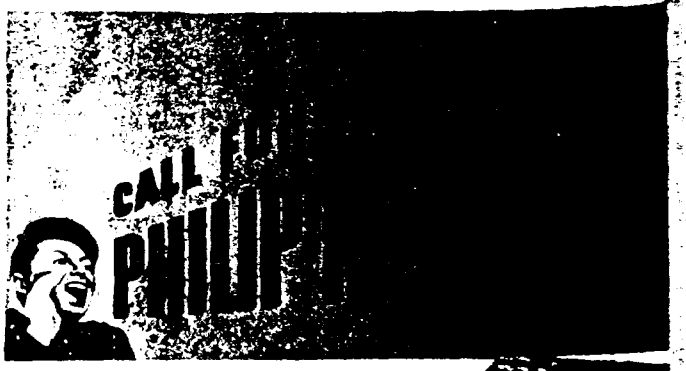

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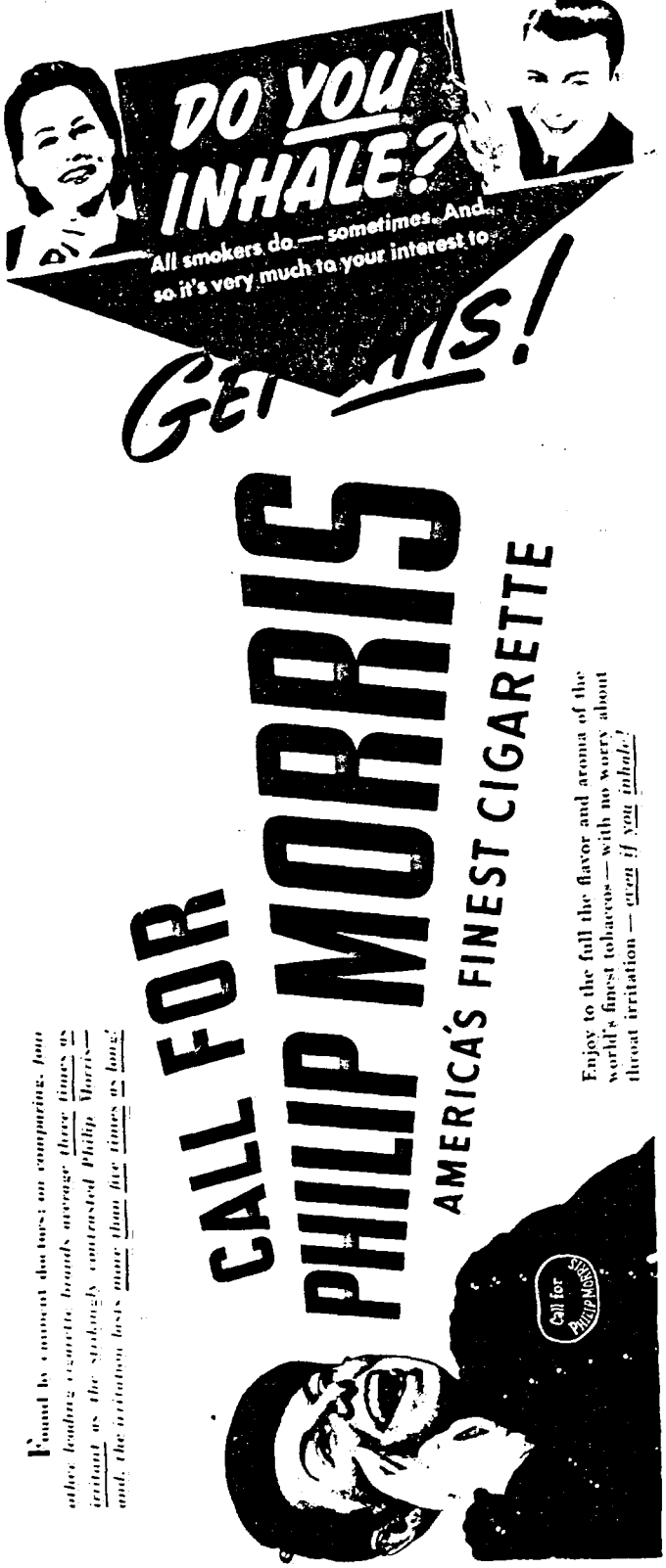
1003071177A 12-39

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

Sat.Eve. Post	- Feb. 22, 1941	Collier's	Mar. 8, 1941
Collier's	- Feb. 22, 1941	Sat. Eve. Post	Mar. 8, 1941
Life	- Mar. 10, 1941	Life	Mar. 24, 1941
Time	- Feb. 17, 1941	Time	Feb. 17, 1941
New Yorker	- Mar. 15, 1941	New Yorker	Mar. 15, 1941
Extension	- June 1941	Extension	May 1941

1003071178

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000



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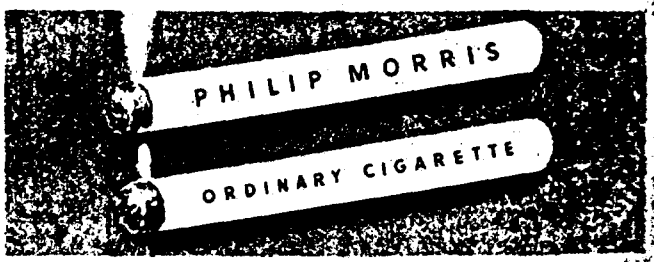

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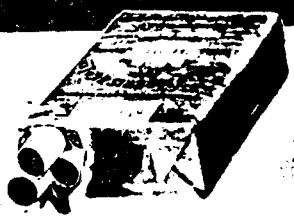


AMERICA'S FINEST CIGARETTE

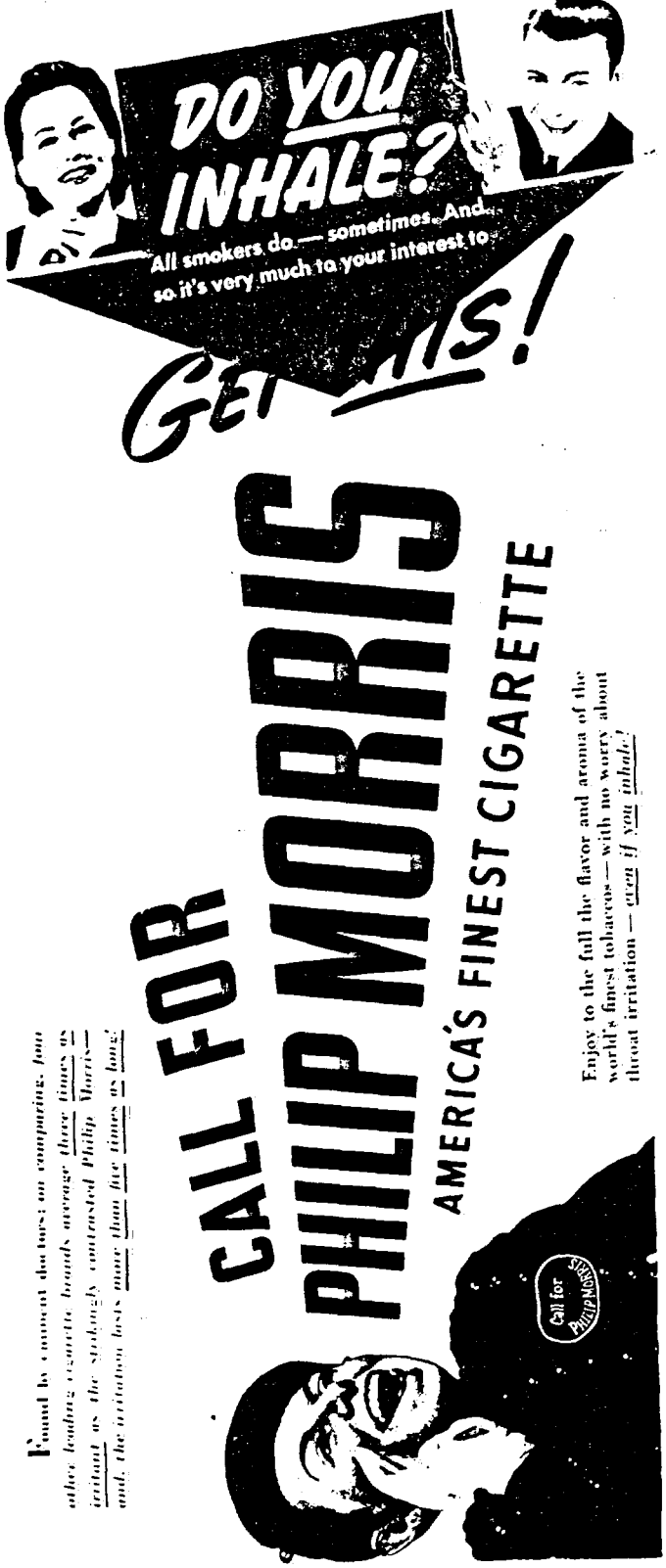
CREATORS OF FAMOUS CIGARETTES FOR 93 YEARS. ALWAYS UNDER THE PHILIP MORRIS NAME

1003071179

1003071179 A

12-40

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000



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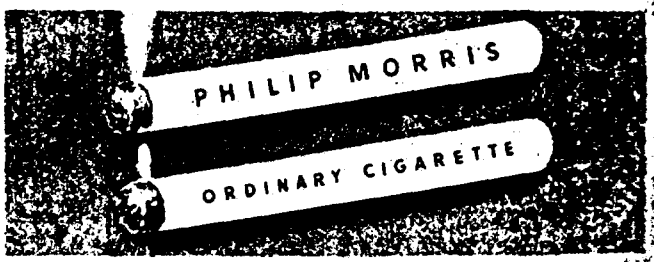
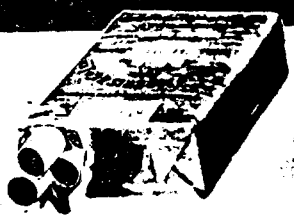


● *Further — the irritant effect of the four other leading brands was found to last more than five times as long!* You can't *see* this difference — but you can *feel* it, *especially when you inhale!* That's vital to *all* who smoke!

● Especially if you inhale—Call for Philip Morris! Enjoy the world's finest tobaccos —with no worry about throat irritation.



AMERICA'S FINEST CIGARETTE

CREATORS OF FAMOUS CIGARETTES FOR 93 YEARS. ALWAYS UNDER THE PHILIP MORRIS NAME

1003071179

1003071179 A

12-40

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

Life	Mar. 10, 1941
Sat. Eve. Post	Feb. 23, 1941
Collier's	Feb. 22, 1941
Liberty	Mar. 15, 1941
Monthly Magazines	May 1941

Life	May 19, 1941
Collier's	Feb. 15, 1941
Sat. Eve. Post	Apr. 12, 1941
Time	Feb. 3, 1941
New Yorker	Feb. 15, 1941
Successful Farming	Mar. 1941
Extension	April 1941
Look	June 17, 1941

1003071180

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

PICTURE OF PERFECT SMOKING PLEASURE

without smoking penalties

They know Philip Morris taste better—and are better for nose and throat!

DO YOU INHALE?

ALL smokers do—sometimes. And *when* you inhale, there's added chance of irritation. So—choose *your* cigarette with care! Eminent doctors long ago reported that, compared with the strikingly contrasted Philip Morris: *four other leading cigarettes were found to average 235% more irritant—with irritant effects lasting more than five times as long!** So whether or not you knowingly inhale—

CALL FOR PHILIP MORRIS

America's Finest Cigarette

YOU CAN'T HELP INHALING—BUT

YOU CAN HELP YOUR THROAT!

THAT'S right . . . *all* smokers sometimes inhale . . . knowingly or unknowingly. And inhaling *increases* the *chance of irritation* to sensitive nose and throat passages. But—see what eminent doctors found . . . on comparing the leading cigarettes! They report that:

THE SMOKE OF THE FOUR OTHER LEADING BRANDS AVERAGED MORE THAN THREE TIMES AS IRRITANT AS THE AMAZINGLY DIFFERENT PHILIP MORRIS — AN IRRITANT EFFECT WHICH LASTED MORE THAN FIVE TIMES AS LONG!

You can't avoid some inhaling—but you *can* avoid worry about your nose and throat . . . you *can* have true smoking pleasure without penalties—*if you smoke* Philip Morris!

CALL FOR PHILIP MORRIS

AMERICA'S FINEST CIGARETTE

1003071181

12-41

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

PICTURE OF PERFECT SMOKING PLEASURE

without smoking penalties

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1003071181

12-41

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

Life	Oct. 13, 1941
Sat. Eve. Post	Oct. 4, 1941
Collier's	Sept. 27, 1941
Esquire	Nov. 1941
Extension	Nov. 1941
Household	Nov. 1941
Pic	Oct. 28, 1941

Life	Feb. 10, 1941
Colliers	Feb. 8, 1941
Sat. Eve. Post	Feb. 1, 1941
Household	Mar. 1941
Liberty	Feb. 15, 1941
Look	Mar. 15, 1941
Monthly	June 1941
Esquire	July 1941

1003071182

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

LISTEN YOU TWO— BE SENSIBLE!

TAKE this to heart! When you inhale—and *all* smokers *do*, *some* of the time—there's increased chance of irritation. So, be guided by the findings of eminent doctors. They discovered:

On comparing—the irritant quality in the smoke of the four other leading brands was found to average more than three times that of the strikingly contrasted Philip Morris . . . and the irritation lasts more than five times as long!

PHILIP MORRIS brings you the delightful flavor and aroma of the world's finest tobaccos—with never a worry about throat irritation. So, be smart! Be sensible! Join the millions who . . .

HERE YOU ARE!

1003071183

12-42

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

COLLIER'S	JUNE 28, 1941
LIFE	JUNE 30, 1941
SAT. EVE. POST	SEPT. 20, 1941
LOOK	SEPT. 23, 1941
EXTENSION	OCT. 1941

1003071184

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

AT EASE!

INHALE?

(SURE — ALL SMOKERS DO)

LET'S admit the fact! *Every* smoker inhales *some* of the time. And *when* you do, there's an increased chance of irritation. But — note this vital difference — reported by eminent doctors!!

ON COMPARING — THE IRRITANT QUALITY IN THE SMOKE OF THE FOUR OTHER LEADING BRANDS WAS FOUND TO AVERAGE MORE THAN THREE TIMES THAT OF THE STRIKINGLY CONTRASTED PHILIP MORRIS . . . AND THE IRRITATION LASTS MORE THAN FIVE TIMES AS LONG!

So — for complete enjoyment of the world's finest tobaccos — with never a thought of throat irritation —

CALL FOR PHILIP MORRIS

AMERICA'S FINEST CIGARETTE

CREATORS OF FAMOUS CIGARETTES FOR 92 YEARS, ALWAYS UNDER THE PHILIP MORRIS NAME

1000307 1185

Our ads neither coax nor hoax—

YOU DON'T find personal opinions... private research ...high-pressure claims...or special pleading... in ads for Philip Morris cigarettes.

Claims or pleas look silly against this vital, *proved* difference:

Read it...summed up in the findings of a group of distinguished doctors: WHEN SMOKERS CHANGED TO PHILIP MORRIS EVERY CASE OF IRRITATION OF THE NOSE OR THROAT — DUE TO SMOKING — CLEARED COMPLETELY, OR DEFINITELY IMPROVED!

SMOKING-PLEASURE without penalties! Philip Morris' superiority — for the nose and throat — is recognized by eminent medical authorities. *No other cigarette can make that statement!*

CALL FOR PHILIP MORRIS

America's FINEST Cigarette

CREATORS OF FAMOUS CIGARETTES FOR 92 YEARS, ALWAYS UNDER THE PHILIP MORRIS NAME

1000307 1185

17-43

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

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INHALE?

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17-43

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

LIFE	SEPT. 2, 1940	LIFE	JUNE 16, 1941
COLLIER'S	SEPT. 27, 1940	COLLIER'S	JUNE 14, 1941
SAT. EVE. POST	SEPT. 21, 1940	SAT. EVE. POST	SEPT. 6, 1941 p.77
TIME	SEPT. 30, 1940	TIME	JUNE 9, 1941
EXTENSION	OCT. 1940	LIBERTY	JUNE 28, 1941
LOOK	SEPT. 16, 1940	MONTHLY MAGS.	OCT. 1941
LIBERTY	OCT. 19, 1940	ETC	AUG. 1941
MONTHLY MAGS.	OCT. & NOV. 1940	EXTENSION	SEPT. 1941

1003071186

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

1003071187

DO YOU INHALE?

All smokers do—sometimes. And so it's very much to your interest to . . . GET THIS!

Found by eminent doctors: *on comparing, four other leading cigarette brands average three times as irritant as the strikingly contrasted Philip Morris — and, the irritation lasts more than five times as long!* Philip Morris smokers enjoy the world's finest tobaccos — with no worry about throat irritation — *even if you inhale!*

137

CALL FOR PHILIP MORRIS

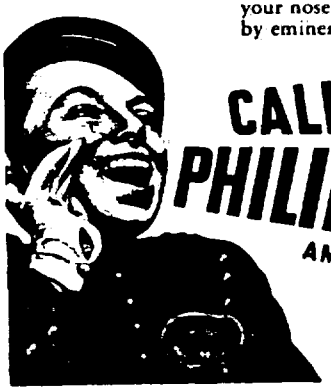
AMERICA'S FINEST CIGARETTE

Esquire - July, 1941

1003071187A

BECAUSE YOU INHALE (all smokers do)

Enjoy the cigarette that is definitely better for your nose and throat—a superiority recognized by eminent medical authorities . . .



CALL FOR PHILIP MORRIS

AMERICA'S FINEST CIGARETTE

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

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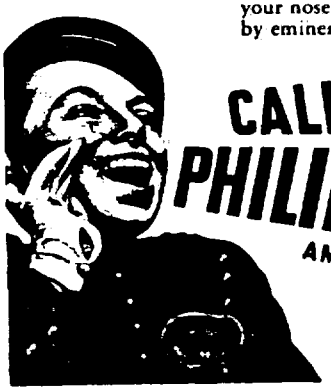

CALL FOR PHILIP MORRIS

AMERICA'S FINEST CIGARETTE

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

ESQUIRE, JULY 1941

THE WOMAN - SEPT., NOV., & DEC., 1941

1003071188

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

DO YOU INHALE?

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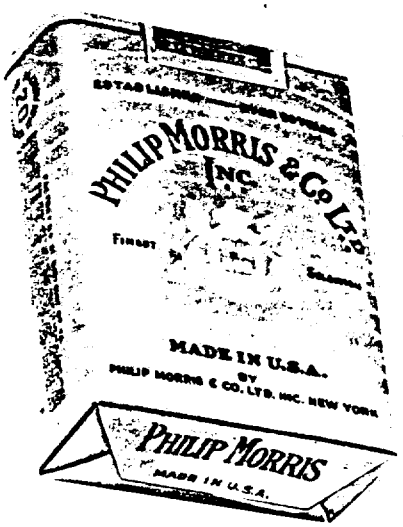


NO OTHER CIGARETTE
CAN MAKE THAT STATEMENT!

CALL FOR
PHILIP MORRIS

AMERICA'S FINEST CIGARETTE

1003071189

12-45

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

SOCIAL SPECTATOR - July 31, 1941
Aug. 14 and 30, 1941

WESTCHESTER POLO PROGRAM - 1941

1003071190

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

YOU CAN'T HELP INHALING—BUT *you can help your throat!*

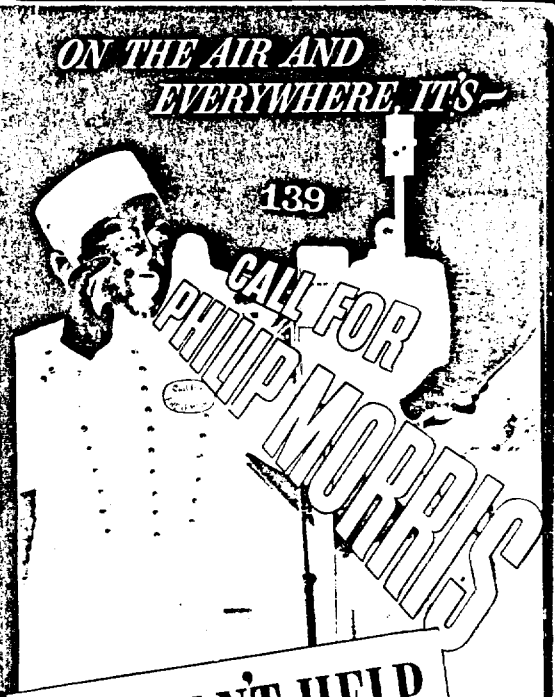
WATCH *yourself* . . . and you'll *realize* that *all* smokers *sometimes* inhale. And when you do, there's *increased chance* of irritation for sensitive nose and throat passages. But *now* . . . look at the findings reported by eminent doctors—*who compared the five leading cigarettes*:

IRRITATION FROM THE SMOKE OF THE FOUR OTHER CIGARETTES AVERAGED MORE THAN THREE TIMES THAT OF THE STRIKINGLY CONTRASTED "PHILIP" MORRIS—AND, WHAT'S MORE, SUCH IRRITATION LASTED MORE THAN FIVE TIMES AS LONG!

You're bound to inhale *sometimes* . . . but you *can* have this *proved protection*. Full smoking pleasure . . . without smoking penalties . . . if you smoke Philip Morris. No wonder they're "stealing the show"!

CALL FOR PHILIP MORRIS

FINER PLEASURE PLUS REAL PROTECTION—AMERICA'S FINEST CIGARETTE



YOU CAN'T HELP INHALING—BUT YOU CAN HELP YOUR THROAT!

IT'S a fact—all smokers *sometimes* inhale. More smoke reaches delicate nose and throat passages. And *chances* of irritation *increase! But now look at the findings* of eminent doctors who compared five leading brands of cigarettes . . . and report that:

IN STRIKING CONTRAST TO PHILIP MORRIS—IRRITANT EFFECTS OF THE FOUR OTHER LEADING BRANDS AVERAGED THREE TIMES AS HIGH—AND LASTED MORE THAN FIVE TIMES AS LONG!

Some inhaling goes with smoking . . . but worry about throat irritation need *not* go with inhaling. Change now to Philip Morris—for pleasure *without penalties. Why wait?*

Finer Pleasure PLUS Real Protection

AMERICA'S FINEST CIGARETTE

12-46

1003071191
1003071191

YOU CAN'T HELP INHALING—BUT *you can help your throat!*

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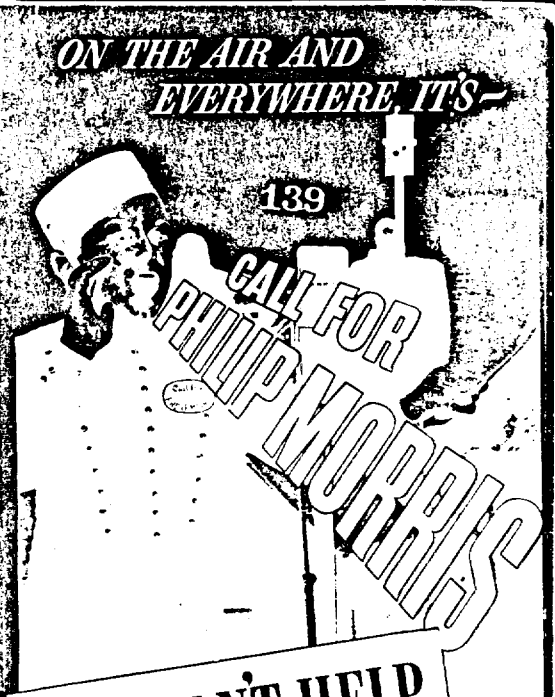

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AMERICA'S FINEST CIGARETTE

12-46

1003071191
1003071191

Collier's	Nov. 1, 1941
Life	Nov. 3, 1941
Sat. Eve. Post	Nov. 8, 1941

Sat. Eve. Post	Oct. 25, 1941
Collier's	Oct. 25, 1941
Household	Dec. 1941
Liberty	Oc.t 25, 1941
New Yorker	Sept. 27, 1941
Monthly Mags.	Nov. & Dec. 1941
Time	Nov. 10, 1941

1003071192

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

YOU CAN'T HELP INHALING—BUT

you can help your throat!

HEAVY smoker—or light smoker—you're just like *every other* smoker in one way: *all smokers sometimes inhale.* And that increases *chances* of irritation. UNLESS YOU KNOW THIS DIFFERENCE IN CIGARETTES . . . REPORTED BY DISTINGUISHED DOCTORS WHO COMPARED ALL FIVE LEADING BRANDS, INCLUDING PHILIP MORRIS. THEY FOUND THAT:

IN STRIKING CONTRAST TO PHILIP MORRIS—IRRITANT EFFECTS OF THE FOUR OTHER LEADING BRANDS AVERAGED MORE THAN *THREE TIMES AS HIGH—AND LASTED MORE THAN FIVE TIMES AS LONG!*

Tell the folks back home to make 'em PHILIP MORRIS—when they send cigarettes. Because PHILIP MORRIS NOT ONLY TASTE BETTER—*THEY'RE PROVED BETTER FOR YOU!*

CALL FOR PHILIP MORRIS

FINER PLEASURE PLUS REAL PROTECTION—America's Finest Cigarette

12-47

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

THE LEATHERNECK - Jan. 1942

OUR NAVY - Jan. 1942

U.S. COAST GUARD - Jan. 1942

OUR ARMY - Jan. 1942

1003071194

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

YOU CAN'T HELP INHALING—BUT

YOU CAN HELP YOUR THROAT!

All smokers inhale some. But PHILIP MORRIS smokers don't worry about throat irritation—*even when they inhale*. Here's the difference—reported by doctors who *compared* the five leading cigarettes:

IN STRIKING CONTRAST TO PHILIP MORRIS, IRRITANT EFFECTS OF THE FOUR OTHER LEADING BRANDS AVERAGED MORE THAN THREE TIMES AS HIGH—AND LASTED MORE THAN FIVE TIMES AS LONG!

Finest tobaccos, of course. But that alone is not enough!

CALL FOR PHILIP MORRIS

1003071195

141

REMEMBER THIS ABOUT SMOKING...

YOU CAN'T HELP INHALING—BUT YOU CAN HELP YOUR THROAT!

BECAUSE your throat is important—this is particularly important to *you*.

Between PHILIP MORRIS and other cigarettes there is a vital difference—reported by eminent doctors who compared the leading favorite brands:

SMOKE OF THE FOUR OTHER LEADING POPULAR BRANDS AVERAGED *MORE THAN THREE TIMES AS IRRITATING*—AND THEIR IRRITATION *LASTED MORE THAN FIVE TIMES AS LONG*—AS THE STRIKINGLY CONTRASTED PHILIP MORRIS!

It's a vital difference in PHILIP MORRIS manufacture. Real protection *added* to your enjoyment of the extra-fine PHILIP MORRIS tobaccos. Try it . . . *see for yourself!*

CALL FOR PHILIP MORRIS

AMERICA'S FINEST CIGARETTE

May 1942 Good Housekeeping

1003071195/A

12-48

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

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AMERICA'S FINEST CIGARETTE

May 1942 Good Housekeeping

1003071195/A

12-48

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

Good Housekeeping - May 1942

Ladies Home Journal - May 1942

Sat. Eve. Post	Jan. 17, 1942
Collier's	Jan. 24, 1942
Life	Jan. 19, 1942
Household	Feb. 1942
Country Gentlemen	Feb. 1942
Time	Feb. 9, 1942
New Yorker	Feb. 7, 1942
Liberty	Feb. 28, 1942
Esquire	March 1942
Month. Mgs.	April 1942 & March 1942

1003071196

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

INHALING NEED *NOT* mean throat-irritation —for YOU!

These facts about the five most popular cigarettes are *given by eminent doctors who compared them:**

In striking contrast to PHILIP MORRIS—the four other brands averaged *more than three times as irritating*.

Also—*their* irritant effects *lasted more than five times as long!*

In PHILIP MORRIS you enjoy this *real protection—added to finer* pleasure . . . *even when you do inhale!*

YOU CAN'T HELP INHALING—BUT YOU CAN HELP YOUR THROAT!

CALL FOR PHILIP MORRIS

AMERICA'S FINEST CIGARETTE

*Reported in authoritative medical journals

YOU CAN'T HELP INHALING—BUT *YOU CAN HELP YOUR THROAT!*

IT'S true—*all* smokers *sometimes* inhale. But—between PHILIP MORRIS and other leading cigarettes there's a tremendous difference in irritant qualities. Doctors who *compared* the *five* leading brands report that . . .

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Finest tobacco—of course. *But that's not enough!* PHILIP MORRIS are *made* differently. They *taste* better—they're *proved better* for your nose and throat.

Smooth as Modern Flying!

CALL FOR PHILIP MORRIS

Just Remember—It's America's *Finest* Cigarette

1003071197

1003071197 A

12-49

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

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1003071197

1003071197 A

12-49

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

Sat. Eve. Post	Jan. 31, 1942
Collier's	Jan. 31, 1942
Life	Jan. 26, 1942
Look	Mar. 10, 1942
Time	Jan. 19, 1942
New Yorker	Jan. 31, 1942
Liberty	Feb. 14, 1942
Monthly Mgs.	Apr. 1942

Sat. Eve. Post	May 9, 1942
Collier's	Apr. 25, 1942
Life	May 4, 1942
Look	June 16, 1942
Time	May 11, 1942
New Yorker	May 9, 1942
Liberty	May 16, 1942
Monthly Mags.	July 1942
Esquire	July 1942

1003071198

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

143

1003071199

THE BIG REASON FOR THE BIG SWING TO PHILIP MORRIS

YOU CAN'T HELP INHALING —BUT

YOU CAN HELP YOUR THROAT!

THAT fact — definite superiority for the nose and throat plus finer smoking pleasure — caused thousands to turn to Philip Morris — made 1941 *by far* the biggest year in Philip Morris history. Discover this keener enjoyment *yourself* . . . and join the new thousands who will make 1942 even bigger!

CALL FOR PHILIP MORRIS

America's Finest Cigarette

PICTURE OF YOU INHALING

Every smoker does, *sometimes*—increasing exposure to irritation. But consider! Eminent doctors report—

On comparing—the irritant quality in the smoke of the four other leading brands was found to average more than THREE TIMES that of the strikingly contrasted Philip Morris . . . and the irritation LASTS MORE THAN FIVE TIMES AS LONG!

Now—enjoy *complete* smoking pleasure . . . with never a worry about throat irritation!

CALL FOR PHILIP MORRIS

1003071199 A

17-50

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

143

1003071199

THE BIG REASON FOR THE BIG SWING TO PHILIP MORRIS

YOU CAN'T HELP INHALING —BUT

YOU CAN HELP YOUR THROAT!

THAT fact — definite superiority for the nose and throat plus finer smoking pleasure — caused thousands to turn to Philip Morris — made 1941 *by far* the biggest year in Philip Morris history. Discover this keener enjoyment *yourself* . . . and join the new thousands who will make 1942 even bigger!

CALL FOR PHILIP MORRIS

America's Finest Cigarette

PICTURE OF YOU INHALING

Every smoker does, *sometimes*—increasing exposure to irritation. But consider! Eminent doctors report—

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1003071199 A

17-50

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

FORBES - JAN. 15, 1942

FINANCIAL WORLD - JAN. 20, 1942

1003071200

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

THE SATURDAY EVENING POST

YOU CAN'T HELP INHALING—BUT

YOU CAN HELP YOUR THROAT!

SURE—all smokers sometimes inhale. But—*worry about throat irritation doesn't go with inhaling—not for* PHILIP MORRIS *smokers!* Here's the big difference—the vital difference . . . reported by doctors who *measured irritation from the five leading cigarettes:*

IN STRIKING CONTRAST TO PHILIP MORRIS, IRRITANT EFFECTS OF THE FOUR OTHER LEADING BRANDS AVERAGED MORE THAN THREE TIMES AS HIGH—AND LASTED MORE THAN FIVE TIMES AS LONG! *

In PHILIP MORRIS you enjoy the finest, costliest tobaccos the world affords. *But that alone is not enough.* PHILIP MORRIS are *made* differently . . . *made better*. They taste better . . . they are better . . . *proved better* for your nose and throat!

FINER PLEASURE
***PLUS* REAL PROTECTION—**
AMERICA'S *FINEST* CIGARETTE!

CALL FOR PHILIP MORRIS

* *Fully reported in authoritative medical journals*

1003071201

12-51

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

SAT. EVE. POST	FEB. 7, 1942
COLLIER'S	FEB. 21, 1942
LIFE	FEB. 23, 1942
EXTENSION	MAR. 1942

1003071202

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

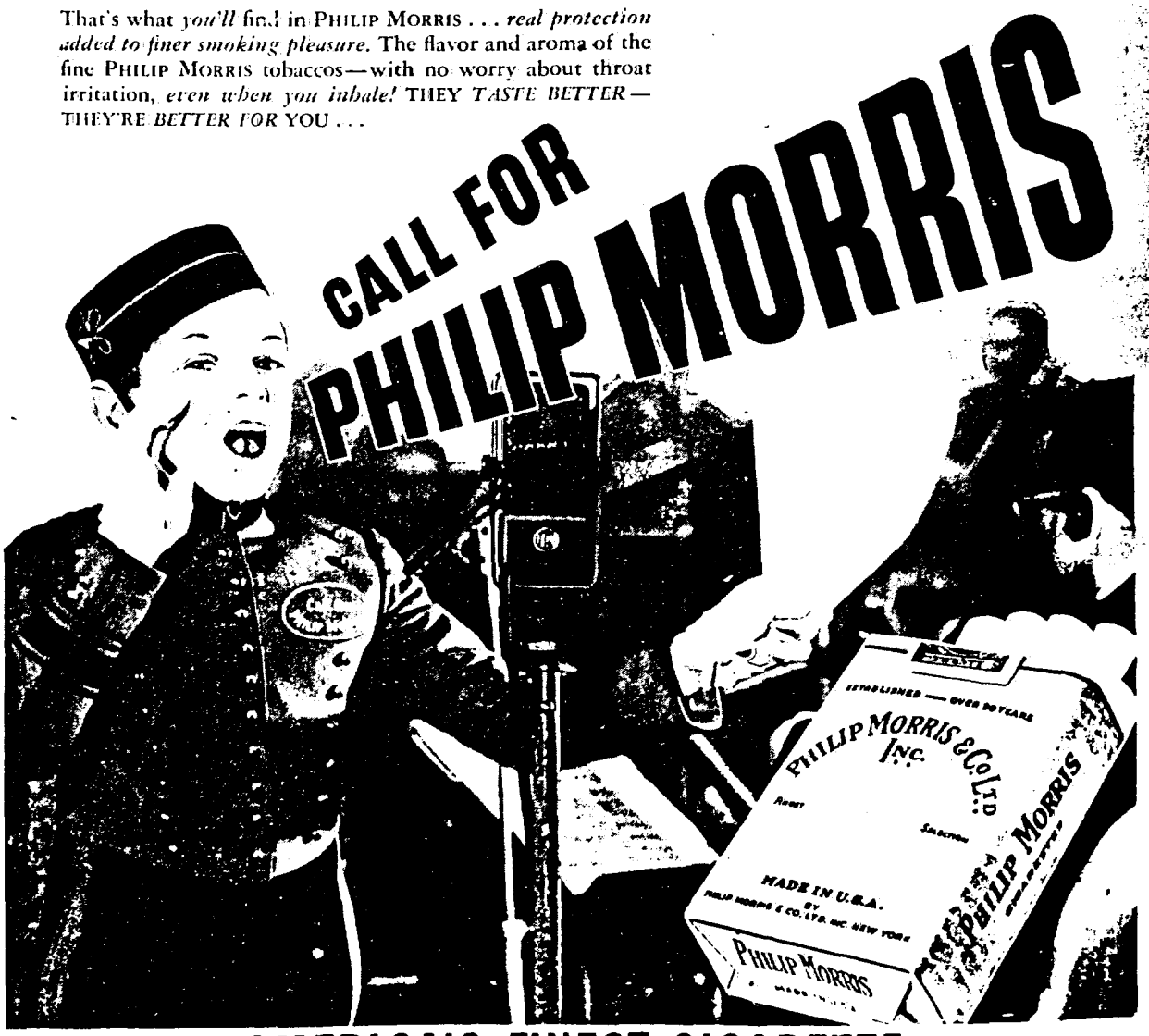
YOU CAN'T HELP INHALING—BUT

YOU CAN HELP YOUR THROAT!

In the Service—or out—smokers are all alike: *all smokers sometimes inhale.* When you do inhale—there's more chance of irritation. BUT LOOK! THERE ARE BIG DIFFERENCES BETWEEN OTHER CIGARETTES—AND PHILIP MORRIS. A GROUP OF DISTINGUISHED DOCTORS COMPARED THE FIVE LEADING BRANDS — INCLUDING PHILIP MORRIS—AND FOUND THAT:

IN STRIKING CONTRAST TO PHILIP MORRIS—IRRITANT EFFECTS OF THE FOUR OTHER LEADING BRANDS AVERAGED MORE THAN *THREE TIMES AS HIGH—AND LASTED MORE THAN FIVE TIMES AS LONG!*

That's what *you'll* find in PHILIP MORRIS . . . *real protection added to finer smoking pleasure.* The flavor and aroma of the fine PHILIP MORRIS tobaccos—with no worry about throat irritation, *even when you inhale!* THEY *TASTE BETTER*—THEY'RE *BETTER FOR* YOU . . .



AMERICA'S FINEST CIGARETTE

1003071203

12-52

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

U.S. COAST GUARD	FEB.1942
OUR NAVY	FEB. 1942
OUR ARMY	FEB. 1942
THE LEATHERNECKS	FEB. 1942

1003071204

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

ALL SMOKERS INHALE_

BUT YOUR THROAT NEEDN'T KNOW IT!

The thing to think about is—*what cigarette* you smoke . . . and inhale.

Look at the *difference* below. It was found and reported by eminent doctors who compared the leading favorite cigarettes:

SMOKE OF THE FOUR OTHER LEADING POPULAR BRANDS AVERAGED MORE THAN THREE TIMES AS IRRITATING—AND THEIR IRRITATION LASTED MORE THAN FIVE TIMES AS LONG—AS THE STRIKINGLY CONTRASTED PHILIP MORRIS!

No finer tobaccos grow than those in PHILIP MORRIS. *But—in addition*—PHILIP MORRIS give you this exclusive, *proved protection!* No worry about throat irritation—even when you inhale.

CALL FOR PHILIP MORRIS

America's Finest Cigarette

1003071205

INHALING needn't worry YOUR throat!

THERE'S a lot of *difference* in cigarettes!

And here's how the five most popular brands stack up—as *compared by eminent doctors*:*

The other four brands averaged more than three times as irritant as PHILIP MORRIS

And this irritation—from the other four—lasted more than five times as long!

Sure, you inhale. *All smokers do*. So—*be sure* about *your* cigarette!

CALL FOR PHILIP MORRIS

AMERICA'S *Finest* CIGARETTE

(*Reported in authoritative medical records)

1003071205 4

12-53

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

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1003071205

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AMERICA'S *Finest* CIGARETTE

(*Reported in authoritative medical records)

1003071205 4

12-53

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

Sat. Eve. Post	May 30, 1942
Collier's	May 2, 1942
Life	May 18, 1942
Look	May 19, 1942
Time	May 25, 1942
New Yorker	May 30, 1942
Liberty	~~May~~ June 13, 1942
Monthly Mgs.	Aug. 1942

Sat. Eve. Post	Mar. 14, 1942
Collier's	Mar. 7, 1942
Life	Mar. 9, 1942
Look	Mar. 24, 1942
Time	Mar. 9, 1942
New Yorker	Mar. 7, 1942
Liberty	Mar. 28, 1942
Monthly Mgs.	May 1942
Esquire	May 1942

1003071206

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

147

SMOKING MEANS INHALING_ INHALING MEANS YOU NEED

what PHILIP MORRIS alone provides!

All smokers sometimes inhale. But—*your throat* needn't know it.

Here's a vital difference you may not know exists. Eminent doctors compared the leading favorite cigarettes . . . *found and reported* that:

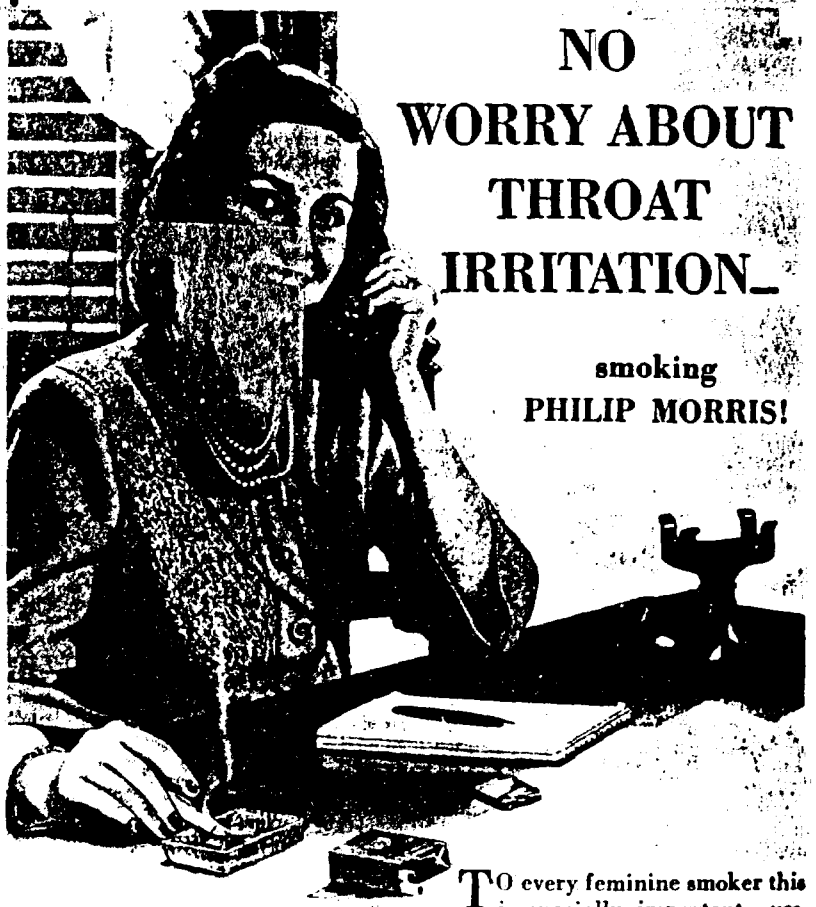
SMOKE OF THE FOUR OTHER LEADING POPULAR BRANDS AVERAGED *MORE THAN THREE TIMES AS IRRITATING*—AND THEIR IRRITATION *LASTED MORE THAN FIVE TIMES AS LONG*—AS THE STRIKINGLY CONTRASTED PHILIP MORRIS!

That's *proved* protection—*exclusive* with PHILIP MORRIS—*added* to your enjoyment of the finer-quality PHILIP MORRIS tobaccos. *No worry about throat irritation* . . . even when you *do inhale!*

CALL FOR PHILIP MORRIS

AMERICA'S FINEST CIGARETTE

1003071207



NO WORRY ABOUT THROAT IRRITATION_

smoking PHILIP MORRIS!

TO every feminine smoker this is specially important—yes, *vital!*

For this is the difference between PHILIP MORRIS and other cigarettes . . . found and reported by eminent doctors—who *compared* the leading cigarettes:

SMOKE OF THE FOUR OTHER LEADING POPULAR BRANDS AVERAGED *MORE THAN THREE TIMES AS IRRITATING*—AND THEIR IRRITATION *LASTED MORE THAN FIVE TIMES AS LONG*—AS THE STRIKINGLY CONTRASTED PHILIP MORRIS!

This is real protection for your sensitive woman's throat—*added to enjoyment* of the superb PHILIP MORRIS tobaccos. No worry about throat irritation—*even when you inhale!*

YOU CAN'T HELP INHALING_BUT
You Can Help Your Throat!

CALL FOR PHILIP MORRIS

America's Finest Cigarette

Nov. 1942 Good Housekeeping

1003071207A

12-54

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

147

SMOKING MEANS INHALING_ INHALING MEANS YOU NEED

what PHILIP MORRIS alone provides!

All smokers sometimes inhale. But—*your throat* needn't know it.

Here's a vital difference you may not know exists. Eminent doctors compared the leading favorite cigarettes . . . *found and reported* that:

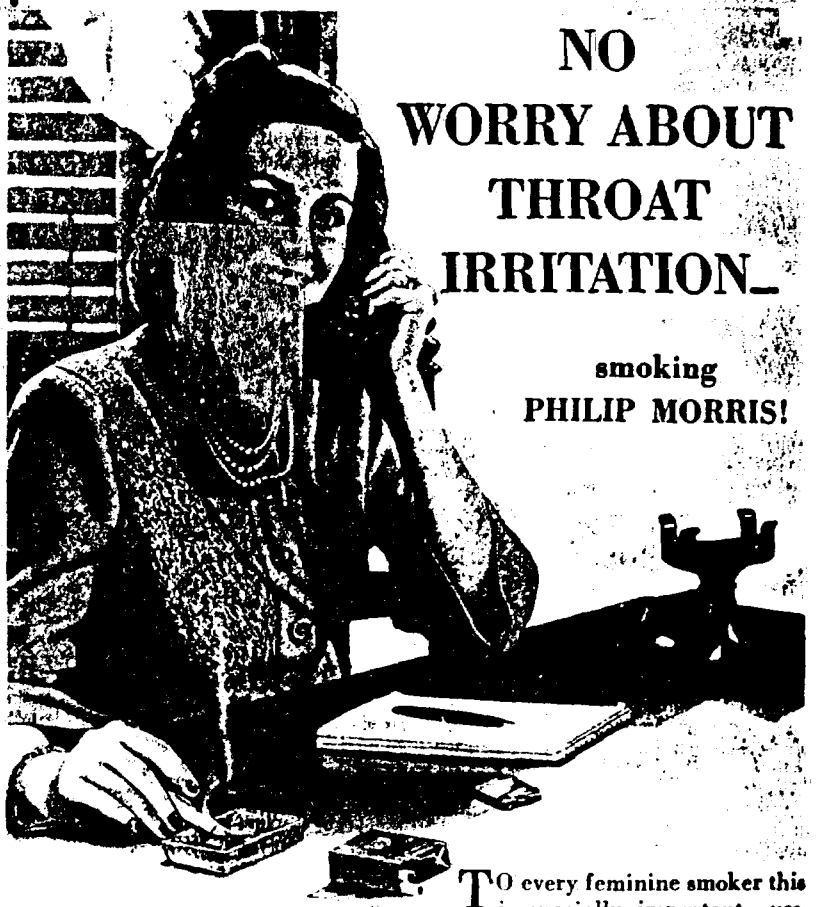
SMOKE OF THE FOUR OTHER LEADING POPULAR BRANDS AVERAGED *MORE THAN THREE TIMES AS IRRITATING*—AND THEIR IRRITATION *LASTED MORE THAN FIVE TIMES AS LONG*—AS THE STRIKINGLY CONTRASTED PHILIP MORRIS!

That's *proved* protection—*exclusive* with PHILIP MORRIS—*added* to your enjoyment of the finer-quality PHILIP MORRIS tobaccos. *No worry about throat irritation* . . . even when you *do inhale!*

CALL FOR PHILIP MORRIS

AMERICA'S FINEST CIGARETTE

1003071207



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YOU CAN'T HELP INHALING_BUT
You Can Help Your Throat!

CALL FOR PHILIP MORRIS

America's Finest Cigarette

Nov. 1942 Good Housekeeping

1003071207A

12-54

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

Good Housekeeping	April 1942
Ladies Home Journal	April 1942

Sat. Eve. Post	Mar. 21, 1942
Colliers	Mar 21, 1942
Life	Mar. 16, 1942
Look	Apr. 7, 1942
Time	Mar. 23, 1942
New Yorker	Mar. 21, 1942
Liberty	Apr. 21, 1942
Monthly Mgs.	May 1942
Extension	June 1942

1003071208

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

EVEN THOUGH YOU INHALE.

NO WORRY

ABOUT THROAT IRRITATION!

SURE you inhale. All smokers do—sometimes. So play safe with your throat.

Look at this . . . a vital difference found and reported by eminent doctors who compared the leading favorite cigarettes:

SMOKE OF THE FOUR OTHER LEADING POPULAR BRANDS AVERAGED MORE THAN THREE TIMES AS IRRITATING—AND THEIR IRRITATION LASTED MORE THAN FIVE TIMES AS LONG—AS THE STRIKINGLY CONTRASTED PHILIP MORRIS!

This *exclusive, proved protection* is a plus—added to your enjoyment of the superb-quality PHILIP MORRIS tobaccos. Smoking that's a lot more fun—and *no worry about throat irritation*—even when you do inhale!

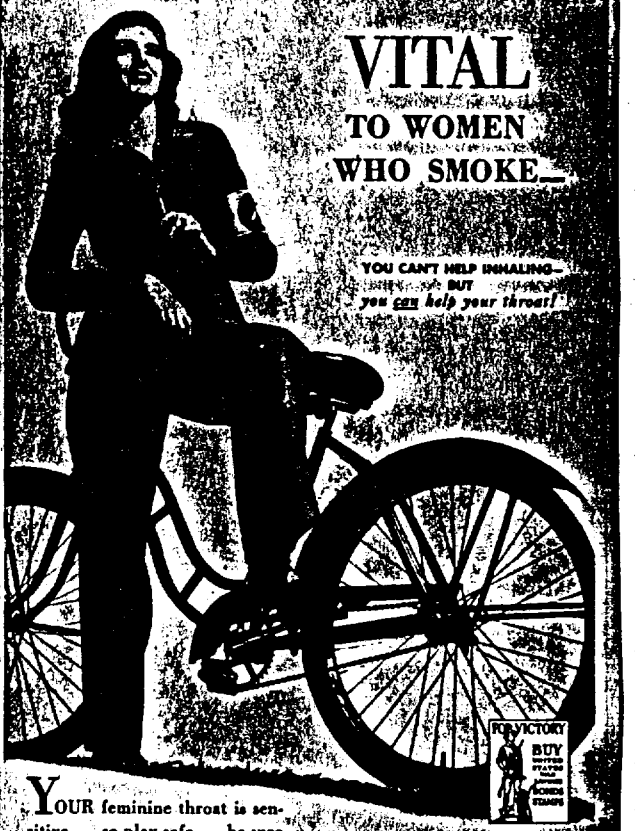
BECAUSE YOU DO INHALE

CALL FOR PHILIP MORRIS

AMERICA'S *Finest* CIGARETTE

VITAL TO WOMEN WHO SMOKE...

YOU CAN'T HELP INHALING—BUT *you can help your throat!*



YOUR feminine throat is sensitive . . . so play safe . . . be sure about your cigarette!

A profound difference between PHILIP MORRIS and other cigarettes—is reported by eminent doctors who compared the leading favorite brands. They found that:

SMOKE OF THE FOUR OTHER LEADING POPULAR BRANDS AVERAGED MORE THAN THREE TIMES AS IRRITATING—AND THEIR IRRITATION LASTED MORE THAN FIVE TIMES AS LONG—AS THE STRIKINGLY CONTRASTED PHILIP MORRIS!

CALL FOR PHILIP MORRIS

America's Finest Cigarette

12-55

1003071209A

Source: http://www.industrydocuments.ucsf.edu/docs/jmkk0000

EVEN THOUGH YOU INHALE.

NO WORRY

ABOUT THROAT IRRITATION!

SURE you inhale. All smokers do—sometimes. So play safe with your throat.

Look at this . . . a vital difference found and reported by eminent doctors who compared the leading favorite cigarettes:

SMOKE OF THE FOUR OTHER LEADING POPULAR BRANDS AVERAGED MORE THAN THREE TIMES AS IRRITATING—AND THEIR IRRITATION LASTED MORE THAN FIVE TIMES AS LONG—AS THE STRIKINGLY CONTRASTED PHILIP MORRIS!

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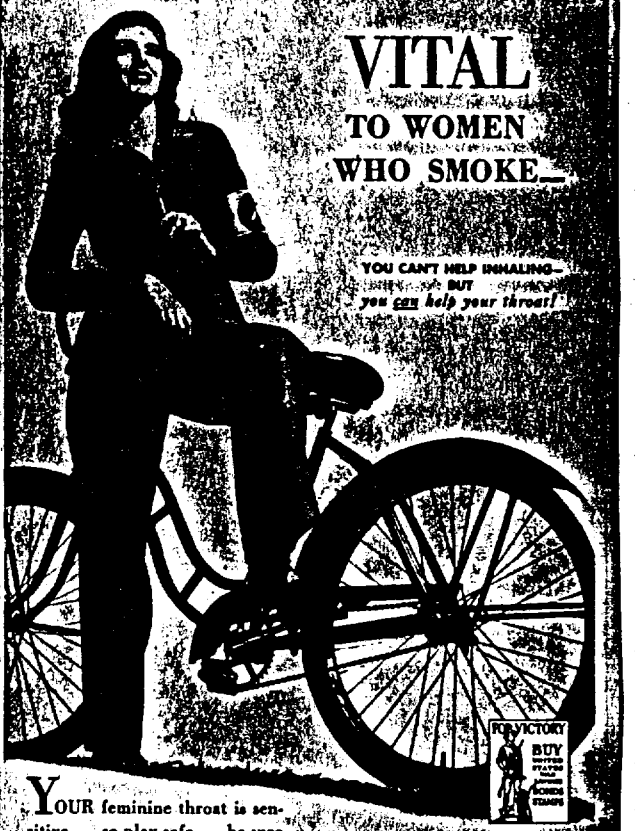

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CALL FOR PHILIP MORRIS

America's Finest Cigarette

12-55

1003071209A

Source: http://www.industrydocuments.ucsf.edu/docs/jmkk0000

Goodhousekeeping	Aug. 1942
Ladies Home Journal	Aug. 1942

Sat. Eve. Post	Mar. 23, 1942
Collier's	Mar. 28, 1942
Life	Mar. 30, 1942
Time	Mar. 30, 1942
New Yorker	Mar. 28, 1942
Extension	Sept. 1942

1003071210

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

YOU CAN'T HELP INHALING—BUT

YOU CAN HELP YOUR THROAT!

YOU can see it with your own eyes—*all smokers sometimes inhale.* And when you do inhale, there's more *chance* of irritation. BUT NOW *GET THIS!* DISTINGUISHED DOCTORS WHO COMPARED THE FIVE LEADING BRANDS OF CIGARETTES—INCLUDING PHILIP MORRIS—FOUND THAT . . .

IN STRIKING CONTRAST TO PHILIP MORRIS—IRRITANT EFFECTS OF THE FOUR OTHER LEADING BRANDS AVERAGED MORE THAN *THREE TIMES AS HIGH—AND LASTED MORE THAN FIVE TIMES AS LONG!*

You smoke for pleasure—even more than a civilian does. Make it *more* pleasure—*plus real protection even when you inhale.* Make it PHILIP MORRIS!—THEY NOT ONLY *TASTE* BETTER, THEY'RE *PROVED BETTER FOR YOU!*

CALL FOR PHILIP MORRIS

FINER PLEASURE PLUS REAL PROTECTION—America's Finest Cigarette

12-56

1003021211

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

OUR NAVY	MARCH 1942
THE LEATHERNECKS	MARCH 1942
OUR ARMY	MARCH 1942
U.S.COAST GUARD	MARCH 1942
QUARTERMASTER REVIEW	JULY, AUGUST 1942

1003071212

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

REAL PROTECTION IN EVERY PUFF–

added to finer pleasure!

ALL SMOKERS INHALE – BUT *it needn't bother your throat*

WITH your sensitive woman's throat—you need to be very *sure* about your cigarette.

There are great differences. Doctors who *compared* the leading popular cigarettes, report that:

SMOKE OF THE FOUR OTHER LEADING POPULAR BRANDS AVERAGED *MORE THAN THREE TIMES AS IRRITATING* – AND THEIR IRRITATION *LASTED MORE THAN FIVE TIMES AS LONG* – AS THE STRIKINGLY CONTRASTED PHILIP MORRIS!

In PHILIP MORRIS you enjoy the finest tobaccos grown—*plus* this exclusive, *proved* superiority. No worry about throat irritation—even when you inhale!

CALL FOR PHILIP MORRIS

America's Finest Cigarette

July 1942 Good Housekeeping

1003071213

150 SURE YOU INHALE – SO PLAY SAFE with your throat!

You can't avoid some inhaling—but you *can avoid worry about throat irritation*, even when you *do* inhale.

Doctors who compared the leading favorite cigarettes report that:

SMOKE OF THE FOUR OTHER LEADING POPULAR BRANDS AVERAGED *MORE THAN THREE TIMES AS IRRITATING* – AND THEIR IRRITATION *LASTED MORE THAN FIVE TIMES AS LONG* – AS THE STRIKINGLY CONTRASTED PHILIP MORRIS!

When you smoke PHILIP MORRIS, you enjoy finer tobaccos—*plus this exclusive, proved* protection!

CALL FOR PHILIP MORRIS

AMERICA'S FINEST CIGARETTE

1003071213A

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000 12-57

REAL PROTECTION IN EVERY PUFF–

added to finer pleasure!

ALL SMOKERS INHALE – BUT *it needn't bother your throat*

WITH your sensitive woman's throat—you need to be very *sure* about your cigarette.

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America's Finest Cigarette

July 1942 Good Housekeeping

1003071213

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When you smoke PHILIP MORRIS, you enjoy finer tobaccos—*plus this exclusive, proved* protection!

CALL FOR PHILIP MORRIS

AMERICA'S FINEST CIGARETTE

1003071213A

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000 12-57

Life	Apr. 6, 1942	Goodhousekeeping	July 1942
Look	May 2, 1942	Ladies Home Journal	" 1942
Time	Apr. 13, 1942		
New Yorker	Apr. 4, 1942		
Liberty	Apr. 25, 1942		
Monthly Mags.	June 1942		
Esquire	June 1942		
Extension	Aug. 1942		

1003071214

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

INHALING

needn't worry *YOUR* throat!

THERE'S a lot of *difference* in cigarettes!

And here's how the five most popular brands stack up—as *compared by eminent doctors:**

The *other* four brands averaged *more than three times* as *irritant* as PHILIP MORRIS.

And this irritation—from the other four—*lasted more than five times as long!*

Sure, you inhale. *All smokers do.* So—*be sure* about *your* cigarette!

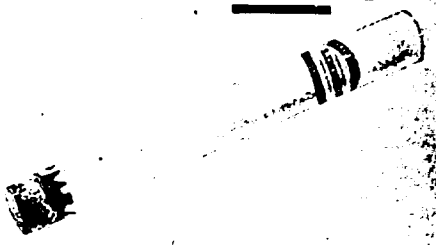
CALL FOR PHILIP MORRIS

AMERICA'S *Finest* CIGARETTE

*Reported in authoritative medical journals

151

DON'T LET INHALING WORRY YOU—



ALL SMOKERS SOMETIMES INHALE—BUT YOUR THROAT NEEDN'T EVEN KNOW IT!

There's a cigarette that not only tastes better—but is *proved* better for you . . . even when you do inhale!

A vital difference has been found by eminent doctors who compared the leading popular brands. They report that:

SMOKE OF THE FOUR OTHER LEADING POPULAR BRANDS AVERAGED *MORE THAN THREE TIMES* AS *IRRITATING*—AND THEIR IRRITATION *LASTED MORE THAN FIVE TIMES AS LONG*—AS THE STRIKINGLY CONTRASTED PHILIP MORRIS!

Real *protection—added* to your enjoyment of PHILIP MORRIS' finer-quality tobaccos. No worry about throat irritation even when you inhale!

CALL FOR PHILIP MORRIS

AMERICA'S *Finest* CIGARETTE

1003071215

1003071215

12-58

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

INHALING

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*Reported in authoritative medical journals

151

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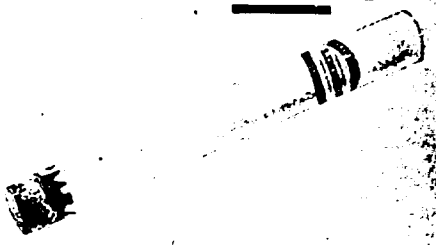

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CALL FOR PHILIP MORRIS

AMERICA'S *Finest* CIGARETTE

1003071215

1003071215

12-58

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

Sat. Eve. Post	4/25/42
Collier's	4/18/42
Life	4/27/42
Time	4/28/42
New Yorker	4/11/42
Liberty	5/23/42
Monthly Mgs.	June & July 1942
Extension	July 1942
Esquire	Aug. 1942

1003071216

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

SURE YOU INHALE -SO PLAY SAFE

with your throat!

A SERVICE MAN'S smoke ought to be his buddy. *You can't help inhaling but—you can help your throat!* Doctors who compared the five most popular cigarettes report that:

SMOKE OF THE FOUR OTHER LEADING BRANDS AVERAGED MORE THAN THREE TIMES AS IRRITATING—AND THEIR IRRITATION LASTED MORE THAN FIVE TIMES AS LONG—AS THE STRIKINGLY CONTRASTED PHILIP MORRIS!

PHILIP MORRIS' finer tobaccos *taste better all day long*—with real protection added—*even when you inhale!* Enjoy smoking *without worry* about nose and throat irritation—

CALL FOR PHILIP MORRIS

PROVED PROTECTION ADDED TO FINER PLEASURE

America's *FINEST* Cigarette

12-59

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

Our Army	April	1942
Our Navy	"	"
U.S. Coast Guard	"	"
The Leathernecks	"	"

1003071218

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

Even though you inhale NO WORRY ABOUT THROAT IRRITATION—

JOINING up with PHILIP MORRIS is a big step ahead! No worry about throat irritation . . . *even when you inhale!* Doctors who compared the leading popular brands discovered:

IRRITATION FROM THE SMOKE OF THE FOUR OTHER LEADING CIGARETTES AVERAGED MORE THAN THREE TIMES THAT OF THE STRIKINGLY CONTRASTED PHILIP MORRIS—AND WHAT'S MORE, SUCH IRRITATION LASTED MORE THAN FIVE TIMES AS LONG!

Enjoy PHILIP MORRIS' finer tobaccos . . . with real protection *added*. Line up now—with Johnny!

FOR-WARD MARCH!

CALL FOR PHILIP MORRIS

for Complete Enjoyment—America's *Finest* Cigarette

1003071219

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

12-60

OUR NAVY	MAY 1942
OUR ARMY	" "
U.S. COAST GUARD	" "
THE LEATHERNECKS	" "

1003071220

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

BE SMART WHEN YOU SMOKE, MADAME!

SMOKING means inhaling, at least some of the time. But—*your* throat *need never be punished!*

This vital difference in cigarettes *has been measured by eminent doctors.* They compared the leading favorite brands—and report that:

SMOKE OF THE FOUR OTHER LEADING BRANDS AVERAGED *MORE THAN THREE TIMES AS IRRITATING*—AND IRRITATION *LASTED MORE THAN FIVE TIMES AS LONG*—AS THE STRIKINGLY CONTRASTED PHILIP MORRIS!

This *proved* PHILIP MORRIS superiority means *no worry about throat irritation—even when you inhale!* Protection *added* to pleasure.

YOU CAN'T HELP INHALING—BUT *Now you don't mind those!*

CALL FOR PHILIP MORRIS

America's Finest Cigarette

See Good Housekeeping's Advertising Guaranty—Page 6

1003071221

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

12-61

GOOD HOUSEKEEPING - JUNE 1942

LADIES HOME JOURNAL - JUNE 1942

1003071222

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

ALL SMOKERS INHALE— BUT IT NEEDN'T BOTHER YOUR THROAT!

You in the Service deserve a smoke that's *all pleasure . . . even when you inhale.*

Look at the *difference* found and reported by eminent doctors who *compared the leading favorite cigarettes:*

SMOKE OF THE FOUR OTHER LEADING POPULAR BRANDS *AVERAGED MORE THAN THREE TIMES* AS IRRITATING—AND THEIR IRRITATION LASTED *MORE THAN FIVE TIMES AS LONG* —AS THE STRIKINGLY CONTRASTED PHILIP MORRIS!

No finer tobaccos grow than those in PHILIP MORRIS! But—in addition—PHILIP MORRIS gives you this exclusive, *proved protection!* No worry about throat irritation—*even when* you inhale. Give them a try . . . and enjoy the difference!

CALL FOR PHILIP MORRIS

America's Finest Cigarette!

1003071223

12-62

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

OUR NAVY	June 1942
OUR ARMY	July 1942
LEATHERNECKS	July 1942
U.S.COAST GUARD	July 1942

1003071224

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

ALL SMOKERS INHALE—

BUT YOUR THROAT NEEDN'T KNOW IT!

The thing to think about is—*what cigarette* you smoke. Look what eminent doctors found—on comparing the leading favorite cigarettes:

SMOKE OF THE FOUR OTHER LEADING POPULAR BRANDS AVERAGED *MORE THAN THREE TIMES AS IRRITATING*—AND THEIR IRRITATION *LASTED MORE THAN FIVE TIMES AS LONG*—AS THE STRIKINGLY CONTRASTED PHILIP MORRIS!

No finer tobaccos grow than those in PHILIP MORRIS. *But—in addition*—PHILIP MORRIS give you this exclusive, *proved protection!*

CALL FOR PHILIP MORRIS

America's Finest Cigarette

1003071225

12-63

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

SOCIAL SPECTATOR - JULY 13, 1942

1003071226

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

SURE YOU INHALE -SO PLAY SAFE

with your throat!

A SERVICE MAN'S smoke ought to be his buddy. *You can't help inhaling but—you can help your throat!* Doctors who compared the five most popular cigarettes report that:

SMOKE OF THE FOUR OTHER LEADING BRANDS *AVERAGED MORE THAN THREE TIMES* AS IRRITATING—AND THEIR IRRITATION LASTED *MORE THAN FIVE TIMES AS LONG*—AS THE STRIKINGLY CONTRASTED PHILIP MORRIS!

PHILIP MORRIS' finer tobaccos *taste better all day long*—with real protection added—*even when you inhale!* Enjoy smoking *without worry* about nose and throat irritation—

CALL FOR PHILIP MORRIS

America's *FINEST* Cigarette

PROVED PROTECTION ADDED TO FINER PLEASURE

1003071227

12-64

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

Our Navy Aug. 1942
Our Army " "
The Leatherneck " "
U.S. Coast Guard " "

1003071228

Source: https://www.industrydocuments.ucsf.edu/docs/jpwl0000

CALL FOR PHILIP MORRIS!

WORDS... and MUSIC—

158

You *can't* help inhaling—but you *can* help your throat. Smoke—
AMERICA'S FINEST CIGARETTE

THE CURTAIN'S UP—
on smoking pleasure without penalties—

CALL FOR PHILIP MORRIS!

You *can't* help inhaling—but you *can* help your throat. Smoke—
AMERICA'S FINEST CIGARETTE

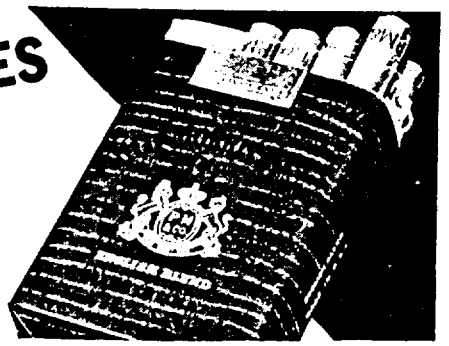
YEAR'S SMARTEST LINE....

CALL FOR PHILIP MORRIS!

AMERICA'S FINEST CIGARETTE

PLAYING TO BIGGER AUDIENCES EVERY DAY!

America's Finest Cigarette. Better in taste—proved better for you. You *can't* help inhaling—but you *can* help your throat!



FINAL CURTAIN
on smoking penalties

CALL FOR PHILIP MORRIS!

You *can't* help inhaling—but you *can* help your throat. Smoke—
AMERICA'S FINEST CIGARETTE

1003071229

12-65

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

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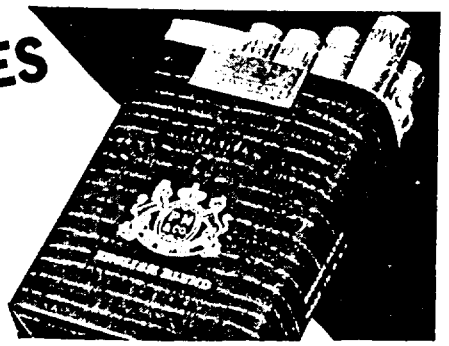

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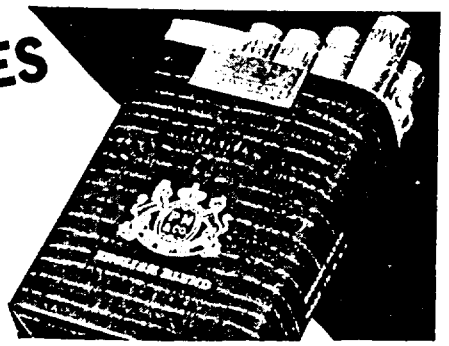

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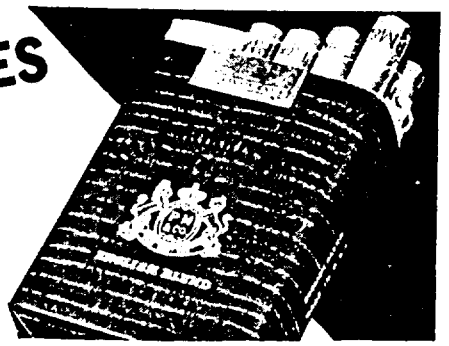

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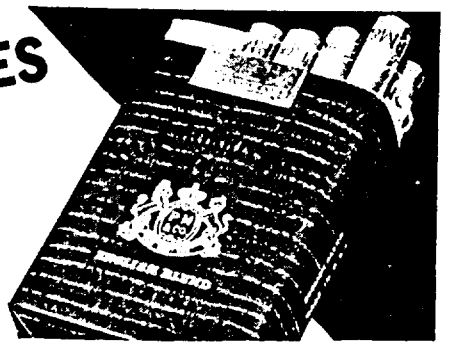

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1003071229

12-65

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

N.Y. THEATRE PROGRAMS

WEEK OF AUG. 16, 1942

1003071230

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

PICTURE OF YOU INHALING

Every smoker does, *sometimes*—increasing exposure to irritation. But consider! Eminent doctors report—

On comparing—the irritant quality in the smoke of the four other leading brands was found to average more than THREE TIMES that of the strikingly contrasted Philip Morris . . . and the irritation LASTS MORE THAN FIVE TIMES AS LONG!

Now—enjoy *complete* smoking pleasure . . . with never a worry about throat irritation!

1003071231

All Hands

CALL FOR PHILIP MORRIS

America's Finest Cigarette

THEY TASTE BETTER AND ARE PROVED BETTER FOR YOU!

1003071231 A

12-66

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

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1003071231 A

12-66

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

ARMY & NAVY JOURNAL - JAN. 10, 1942 THRU JUNE 13, 1942

ARMY & NAVY JOURNAL - JULY 18, 1942

1003071232

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

YOU CAN'T HELP INHALING

BUT you **can** help your throat

160

Philip Morris have been proved better . . . better for your nose and throat. So—choose your cigarette with care . . .

CALL FOR PHILIP MORRIS!

America's Finest Cigarette!

1003071233

Sound off—for America's Finest Cigarette

CALL FOR PHILIP MORRIS

They taste better, and they're PROVED better for you

1003071233 A

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

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1003071233

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1003071233 A

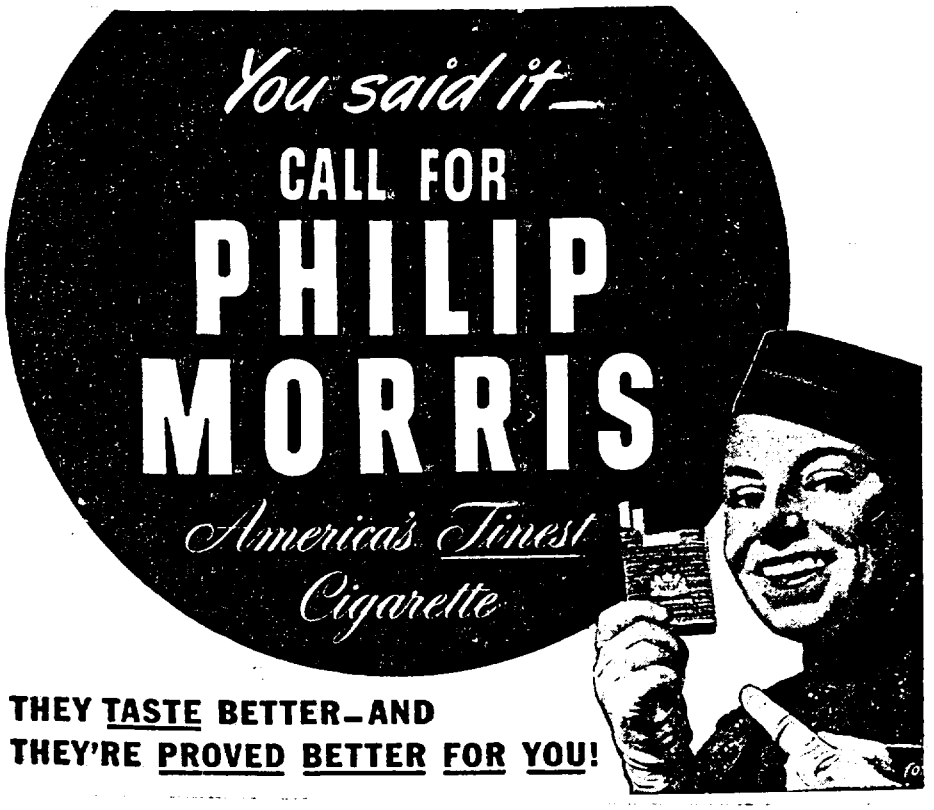
Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

HADASSAH NEWSLETTER - JULY, AUGUST 1942

ARMY & NAVY JOURNAL - AUG. 15, 1942

1003071234

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000



1003071235

12-68

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

ARMY & NAVY JOURNAL - AUG. 29, 1942

1003071236

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

PHILIP MORRIS

MEDICAL JOURNALS

1940 1941 1942

1003071237

12-69

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

"The various disturbances which have been associated with cigarette smoking are as follows: Excess salivation, hoarseness; irritation and "biting" of the tongue, cough; shortness of breath; burning; palpitation of the heart.

"All these disturbances with the exception of palpitation of the heart are associated with an irritation of the mucous membrane."

Laryngoscope, Feb. 1935.
Vol. XLV, No. 2, 149-154

BUT WHAT HAPPENED WHEN SMOKERS CHANGED TO PHILIP MORRIS?

Again in the same paper it is reported that...

After smoking the cigarette* for from three to four weeks the congestion had disappeared in 62.3 per cent and the throat looked normal. The other 37.7 per cent showed considerable improvement. The cough disappeared in 75.6 per cent while in 26.4 per cent no change could be detected. The tongue conditions cleared up completely in each case.

*Reprints available on request.***

1003071238

*PHILIP MORRIS

**ADDRESS PHILIP MORRIS & CO., LTD., INC., 119 FIFTH AVENUE, NEW YORK

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

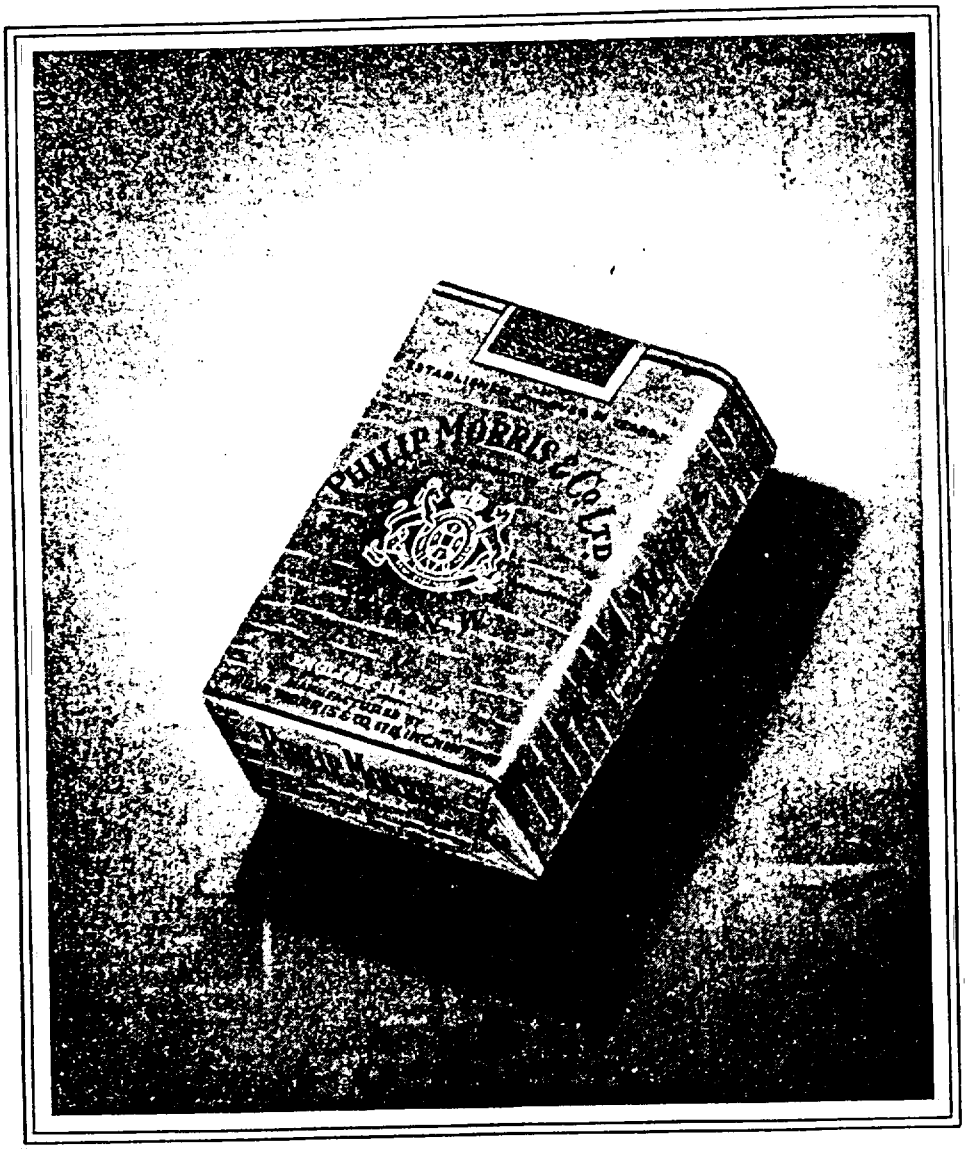
JOURNAL AMERICAN MEDICAL ASS'N
JAN. 6, 1940

STATE MEDICAL JOURNALS
MARCH 1940

Journal of Kansas Medical Journal Page 115

1003071239

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000



ONE CIGARETTE PROVED*

definitely

LESS IRRITATING

to the smoker's nose and throat

*Reprints of studies on the irritant properties of cigarettes are available. Address your request to Philip Morris & Co. Ltd., Inc., 119 Fifth Avenue, New York.

1003071240

12-71

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

JRNL. AMERICAN MEDICAL ASS'N - JAN 13, 1940
NARD JRNL. - FEB. 15, 1940
STATE MEDICAL JRNLS. - FEB. 1940

1003071241

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

MILLIONS HEAR HIS CALL

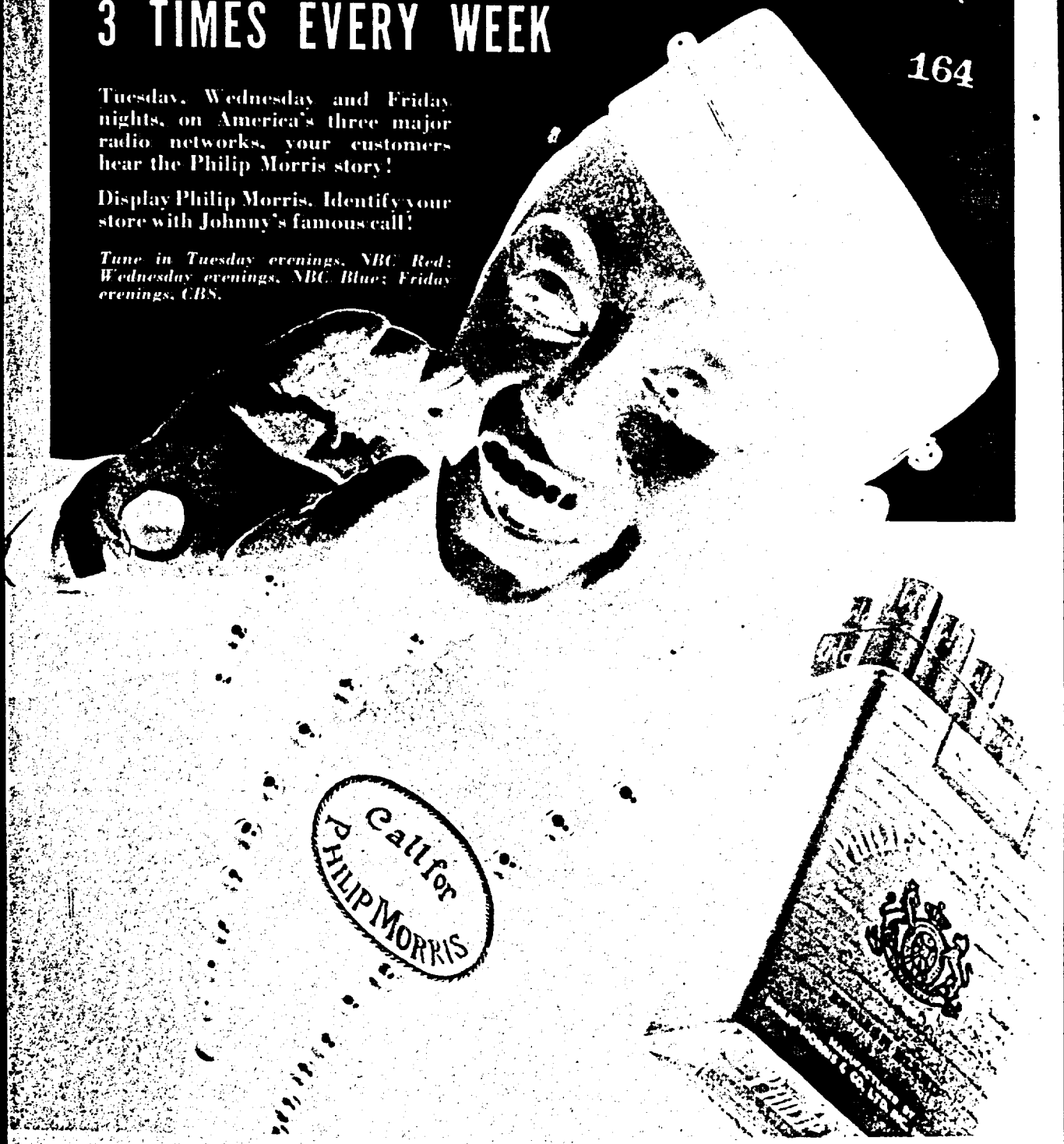
3 TIMES EVERY WEEK

164

Tuesday, Wednesday and Friday nights, on America's three major radio networks, your customers hear the Philip Morris story!

Display Philip Morris. Identify your store with Johnny's famous call!

Tune in Tuesday evenings, NBC Red; Wednesday evenings, NBC Blue; Friday evenings, CBS.



CALL FOR PHILIP MORRIS

AMERICA'S FINEST 15¢ CIGARETTE

1003071242

12-72

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

H A R D JOURNAL - JAN. 13, 1940

1003071243

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

WHAT HAPPENED WHEN SMOKERS CHANGED TO PHILIP MORRIS?

Every case of irritation of the nose and throat due to smoking cleared completely or definitely improved.*

*Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154

Write for reprints of published studies on the comparative irritant properties of cigarettes. Address Philip Morris & Co., Ltd., Inc., 119 Fifth Avenue, New York

1003071244

12-73

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

JOURNAL AMERICAN MEDICAL ASS'N - JAN. 27, 1940

STATE MEDICAL JOURNALS - APRIL 1940

1003071245

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

166

TESTED...AND PROVED

*measurably

LESS IRRITATING

to the Nose and Throat

*Reprints of studies on the irritant properties of cigarettes are available. Address your request to Philip Morris & Co. Ltd., Inc., 119 Fifth Avenue, New York.

1003071246

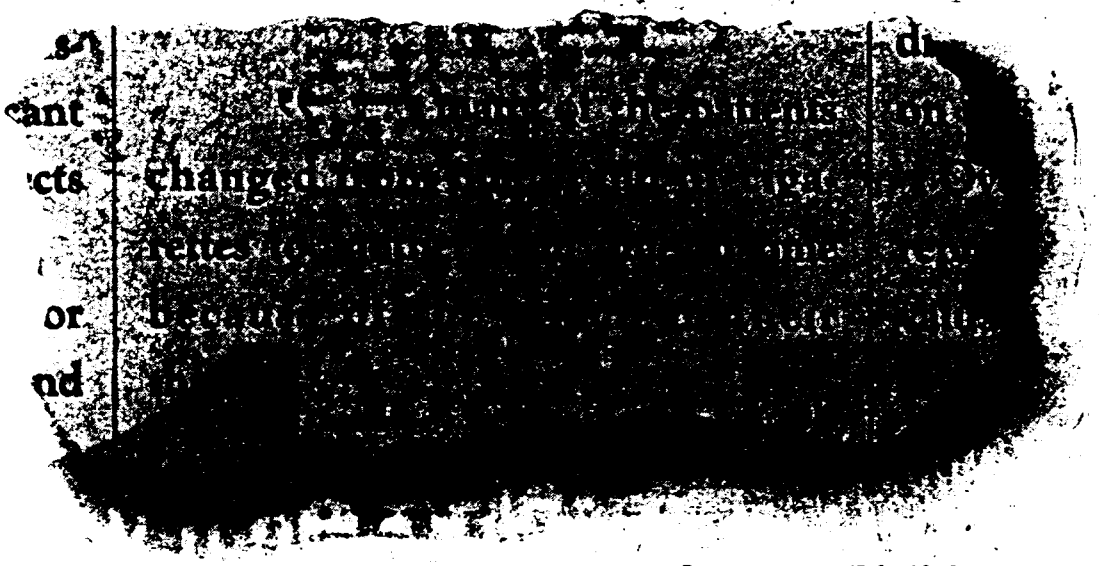
12-74

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

JOURNAL AMERICAN MEDICAL ASS'N - FEB. 3, 1940

1003071247

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000



Laryngoscope, Feb. 1935
Vol. XLV, No. 2, 149-154

ON GUIDING PATIENTS IN THEIR CIGARETTE SMOKING

It is certainly worth knowing that tests reported in the same paper showed every case of irritation of the nose and throat due to smoking *cleared completely or definitely improved* when smokers changed to Philip Morris.

Write for reprints of published studies on the comparative irritant properties of cigarettes. Address Philip Morris & Co., Ltd., Inc., 119 Fifth Avenue, New York.

1003071248

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

JOURNAL AMERICAN MEDICAL ASS'N FEB. 10, 1940

Journal of Kansas medical Society Page 247

1003071249

Source: https://www.industrydocuments.ucsf.edu/docs/xxxx/xxxx

SIGNIFICANT CLINICAL RESULTS IN A SERIES OF SMOKING TESTS

FACTS FROM . . . Laryngoscope, Feb. 1935
Vol. XLV, No. 2, 149–154

(1) At the beginning of the experiment, 73.7% of the cases showed a congested condition of the pharynx and larynx due to smoking.

(2) On changing to Philip Morris, 62.3% of the cases cleared. The other 37.7% showed considerable improvement.

(3) On changing back to cigarettes made by the ordinary method, 80% showed a return of congestion within one week!

REPRINTS of published studies on the irritant properties of cigarettes are available. Address Philip Morris & Co. Ltd. Inc., 119 Fifth Ave., N.Y.

1003071250

12-76

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

Our Navy	Aug. 1942
Our Army	" "
The Leathernecks	" "
U.S. Coast Guard	" "

1003071251

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

JOURNAL AMERICAN MEDICAL ASS'N - MARCH 3, 1940

STATE MEDICAL JOURNALS - JAN. 1940

1003071252

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

You will find bases for highly interesting tests of your own, Doctor... in the published studies on the *irritant properties of cigarette smoke*, listed below. Have you sent for *your set*?

PHILIP MORRIS & CO. LTD., INC., 119 FIFTH AVENUE, NEW YORK

Please send me copies of the reprints checked.

- ☐ Proc. Soc. Exp. Biol. and Med., 1934, 32, 241-245—"Pharmacology of Inflammation: III. Influence of Hygroscopic Agents on Irritation From Cigarette Smoke."
- ☐ N. Y. State Jour. Med. 1935, 35-No. 11,590—"Irritating Properties of Cigarette Smoke as Influenced by Hygroscopic Agents."
- ☐ Laryngoscope, 1935, XLV, No. 2, 149-154—"Some Clinical Observations on the Influence of Certain Hygroscopic Agents in Cigarettes."
- ☐ Laryngoscope, 1937, XLVII, 58-60—"Further Clinical Observations on the Influence of Hygroscopic Agents in Cigarettes."

NAME _____

ADDRESS _____

CITY _____ STATE _____

AMA

12-77

1003071253

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

JOURNAL AMERICAN MEDICAL ASS'N - MARCH 11, 1960

1003071254

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

"DON'T SMOKE" is advice hard for patients to swallow. May we suggest "SMOKE PHILIP MORRIS" instead? Tests showed 3 out of every 4 cases of smokers' cough cleared on changing to Philip Morris. *May we send you the studies themselves?*

PHILIP MORRIS & CO. LTD., INC., 119 FIFTH AVENUE, NEW YORK:

Please send me copies of the reprints checked.

- ☐ Proc. Soc. Exp. Biol. and Med., 1934, 32, 241-245—"Pharmacology of Inflammation: III. Influence of Hygroscopic Agents on Irritation From Cigarette Smoke."
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NAME _____

ADDRESS _____

CITY _____ STATE _____

AMA

1003071255

12-78

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

JOURNAL AMERICAN MEDICAL ASS'N. - MAR. 18, 1940

1003071256

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

THE SOURCE of a report counts as much as the findings. Observe the reputable sources of the studies listed below... *on the irritant properties of cigarette smoke.* May we send you a set of reprints?

PHILIP MORRIS & CO. LTD., INC., 119 FIFTH AVENUE, NEW YORK

Please send me copies of the reprints checked.

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- ☐ Laryngoscope, 1937, XLVII, 58-60—"Further Clinical Observations on the Influence of Hygroscopic Agents in Cigarettes."

NAME _____

ADDRESS _____

CITY _____ STATE _____

AMA

1003071257

12-79

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

JOURNAL AMERICAN MEDICAL ASS'N. - MAR. 25, 1942

1003071258

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

172

IF YOU advise patients on smoking – *and what doctor does not* – you will find highly important data in the studies listed below. May we send you a set of reprints?

PHILIP MORRIS & CO. LTD., INC., 119 FIFTH AVENUE, NEW YORK

Please send me copies of the reprints checked.

☐ Proc. Soc. Exp. Biol. and Med., 1934, 32, 211-215 – "Pharmacology of Inflammation: III. Influence of Hygroscopic Agents on Irritation From Cigarette Smoke."

☐ N. Y. State Jour. Med. 1935, 35-No. 11,590 – "Irritating Properties of Cigarette Smoke as Influenced by Hygroscopic Agents."

☐ Laryngoscope, 1935, XLV, No. 2, 149-154 – "Some Clinical Observations on the Influence of Certain Hygroscopic Agents in Cigarettes."

☐ Laryngoscope, 1937, XLVII, 58-60 – "Further Clinical Observations on the Influence of Hygroscopic Agents in Cigarettes."

NAME _____

ADDRESS _____

CITY _____ STATE _____

AMA

1/2-80

https://www.industrydocuments.ucsf.edu/docs/xnbb0000

JOURNAL AMERICAN MEDICAL ASS'N. - MAR. 31, 1940

1003071260

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

SELL THE CIGARETTE

PROVED DEFINITELY LESS IRRITATING TO THE SMOKER'S NOSE & THROAT!

173

CALL FOR PHILIP MORRIS

AMERICA'S FINEST 15¢ CIGARETTE

1003071261

12-81

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

NARD JOURNAL _ APRIL 4, 1940

1003071262

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

MORE CUSTOMERS EVERY DAY

are calling for this *better* cigarette. It's a national swing! How are *your* sales? Are you keeping Philip Morris well displayed?

Tune in Tuesday evenings, NBC Red,
Wednesday evenings, NBC Blue,
Friday evenings, CBS.

174

CALL FOR PHILIP MORRIS

AMERICA'S FINEST 15¢ CIGARETTE

1003071263

12-82

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

NARD JOURNAL - APRIL 18, 1940

1003071264

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

TUNE IN THESE 3 PROGRAMS

A new and more powerful schedule of Philip Morris broadcasts:—

Tuesdays at 8 E.S.T. over N.B.C. Red
Fridays at 9 E.S.T. over Columbia
Sundays at 8:30 E.S.T. over Columbia

Hear them yourself. Hear Johnnie call millions of smokers to America's fastest growing cigarette.

175

CALL FOR PHILIP MORRIS

AMERICA'S FINEST 15¢ CIGARETTE

1003071265

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

NARD JOURNAL - MAY 16, 1940

1003071266

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

AT THE A.M.A. CONVENTION IN NEW YORK

176

Make the Doctors' Lounge your New York Club

YOU'LL find it on the third floor of Grand Central Palace ... designed for your comfort. Drop in. Rest ... read ... smoke ... or just chat.

Write your letters, too — stationery and stenographic service with our compliments. Get your 'phone messages there — Eldorado 5-2120. And your mail. You can have your letters addressed *Doctors' Lounge, Grand Central Palace, New York.*

Ask at the Lounge for tickets to Philip Morris broadcasts. Ask, in fact, for anything. We don't promise to deliver, but we certainly promise to try.

Philip Morris

& CO., LTD., INC., 119 FIFTH AVENUE, NEW YORK

1003071267

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000 12-84

JOURNAL AMERICAN MEDICAL ASS'N. - MAY 25, 1940

1003071268

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

177

Cigarette information worth knowing*

Philip Morris do not claim to cure irritation but they do say this:

62.3% of the cases of irritation of the nose and throat due to smoking cleared completely on changing to Philip Morris.

37.7% the balance, showed definite improvement.

100% benefited

*From tests reported by Laryngoscope, Feb. 1935. Vol. XLV, No, 2, 149-154

PHILIP MORRIS & CO., LTD., INC., 119 FIFTH AVENUE, NEW YORK

1003071269

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000/17-85

JOURNAL AMERICAN MEDICAL ASS'N. - JUNE 8, 1940

STATE MEDICAL JOURNALS, - JULY 1940

Journal of Kansas Medical Society Pag 309 July, 1940

" P. 143 Mar. 1941

" P. 405 Sept. 1941

1003071270

Source: https://www.industrydocuments.ucsf.edu/docs/jymb0000

177

Cigarette information worth knowing*

Philip Morris do not claim to cure irritation but they do say this:

62.3% of the cases of irritation of the nose and throat due to smoking cleared completely on changing to Philip Morris.

37.7% the balance, showed definite improvement.

100% benefited

*From tests reported by Laryngoscope, Feb. 1935. Vol. XLV, No, 2, 149-154

PHILIP MORRIS & CO., LTD., INC., 119 FIFTH AVENUE, NEW YORK

1003071271

12-85

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

"EXCEPT... WHERE THERE WAS DEFINITE PATHOLOGY"

Reporting on patients who had changed to Philip Morris, one study* states...

"They had less throat irritation and the paroxysms of coughing promptly disappeared. In practically every case, except in those cases where there was definite pathology...patients were markedly improved."

Laryngoscope, St. Louis, 1937.
Reprint available on request.

Philip Morris & Co., Ltd., Inc., 119 Fifth Avenue, New York

1003071272

12-86

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

JOURNAL AMERICAN MEDICAL ASS'N. JUNE 15, 1940

1003071273

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

"CONGESTION DUE TO SMOKING RETURNED WITHIN ONE WEEK

in 80% of the cases, on changing back to cigarettes made by the ordinary method!"

The information quoted is from tests reported in Laryngoscope*. While Philip Morris do not claim to cure irritation, here is what the tests revealed: *When smokers with irritation of the nose and throat due to smoking changed to Philip Morris, irritation cleared completely or measurably improved.*

On changing back, congestion returned in 80% of the cases.

PHILIP MORRIS & CO., LTD., INC., 119 FIFTH AVENUE, NEW YORK

*Feb. 1935, Vol. XLV, No. 2, 149-154

1003074274

12-87

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

JOURNAL AMERICAN.MEDICAL ASS'N. - JUEN 22, 1940

STATE JOURNALS - SEPT. 1940

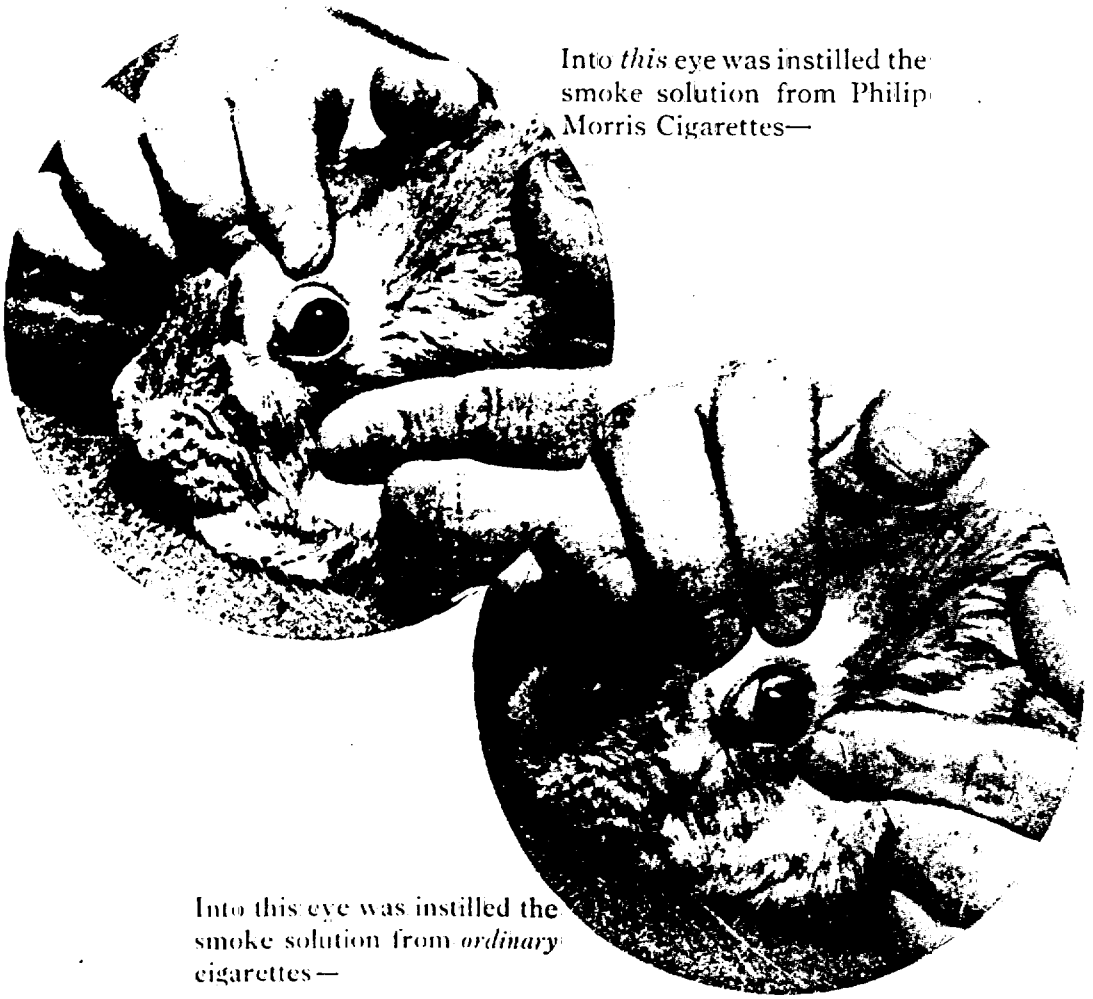
Journal of Kansas medical Society Page 395

1003071275

Source: https://www.industrydocuments.ucsf.edu/docs/mmb0000

CIGARETTE DIFFERENCES

as shown by the rabbit-eye test



Into *this* eye was instilled the smoke solution from Philip Morris Cigarettes—

Into this eye was instilled the smoke solution from *ordinary* cigarettes—

OBSERVATION: Smoke solution from ordinary cigarettes produced *3 times* the edema produced by Philip Morris cigarettes.*

CLINICAL TESTS: When *smokers* with irritation of the nose and throat due to smoking changed to Philip Morris, every case of irritation cleared completely or definitely improved.**

[illegible] 1958, XIX, No. 2, 149-154.

1003071276

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

JOURNAL AMERICAN MEDICAL ASS'N. - AUG. 24, 1940

STATE MEDICAL JOURNALS - OCT. 1940

1003071277

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

Edema 0.8 *vs* Edema 2.7

Rabbit Conjunctiva shows the influence of hygroscopic agents in cigarettes*

Average edema upon instillation of smoke solution from Philip Morris Cigarettes.

Average edema upon instillation of smoke solution from Ordinary Cigarettes.

CLINICAL CONFIRMATION:** When *smokers* changed to Philip Morris, every case of irritation of the nose and throat due to smoking cleared completely or definitely improved.

*Proc. Soc. Exp. Bio. and Med., 1934, 32, 241-245

**Laryngoscope, 1935, XLV, No. 2, 149-154

1008073278

https://www.industrydocuments.ucsf.edu/docs/kxxf0000

JOURNAL AMERICAN MEDICAL ASS'N - AUG. 31, 1940

STATE MEDICAL JOURNALS - JAN. 1941

1003071279

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

How irritation varies from different cigarettes

Tests made on rabbits' eyes reveal the influence of hygroscopic agents

1 Edema 0.8 Cigarettes made by the Philip Morris method

2 Edema 2.1 Cigarettes made with no hygroscopic agent

3 Edema 2.7 Popular cigarette *1 —made by the ordinary method

4 Edema 2.6 Popular cigarette *2 —made by the ordinary method

5 Edema 2.7 Popular cigarette *3 —made by the ordinary method

6 Edema 2.7 Popular cigarette *4 —made by the ordinary method

CONCLUSION:* Results show that regardless of blend of tobacco, flavoring materials, or method of manufacture, the irritation produced by all ordinary cigarettes is substantially the same, and measurably greater than that caused by Philip Morris.

CLINICAL CONFIRMATION:** When *smokers* changed to Philip Morris, every case of irritation of the nose and throat due to smoking cleared completely or definitely improved.

*N. Y. State Journ. Med. 35 No. 11,590
**Laryngoscope 1935, XLV, No. 2, 149-154

1003071280

12-90

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

JRNL. AMERICAN MEDICAL ASS'N. - SEPT. 7, 1940

STATE MEDICAL JRNLS. - NOV. 1940

Journal of Kansas Medical Society Page 493

1003071281

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

Variable Edema Duration

due to the varying methods of cigarette manufacture

(as shown by rabbit-eye test)*

Upon instillation of smoke solution from *Philip Morris* Cigarettes

Average duration
8 MINUTES

Upon instillation of smoke solution from cigarettes made by the *Ordinary Method*

Average duration
45 MINUTES

CLINICAL CONFIRMATION:**

When *smokers* changed to Philip Morris, every case of irritation of the nose and throat due to smoking cleared completely or definitely improved.

*Proc. Soc. Exp. Bio. and Med., 1951, 32, 241-245
**Laryngoscope, 1955, LV, No. 2, 149-151

1003071282

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

JRNL. AMERICAL MEDICAL ASS'N. - SEPT. 14, 1940

STATE MEDICAL JRNLS. - DEC. 1940

1003071283

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

1/3 the Edema

showing the influence of hygroscopic agents in cigarettes, on the membranes of rabbits' eyes.*

TYPICAL
1 + EDEMA

on instillation of smoke solution from Philip Morris Cigarettes. (Note extension of edematous nictitating membrane over the bulb).

TYPICAL
3 + EDEMA

on instillation of smoke solution from ordinary cigarettes. (Note nictitating membrane more extended. Bulbar conjunctiva is raised and palpebral conjunctiva is edematous and redundant).

NORMAL

CLINICAL CONFIRMATION:** When *smokers* changed to Philip Morris, every case of irritation of the nose and throat due to smoking cleared completely or definitely improved.

*Proc. Soc. Exp. Bio. and Med., 1934, 32, 241-245
**Laryngoscope, 1935, XLV, No. 2, 149-154

1003071284

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000 12-92

JOURNAL AMERICAN MEDICAL ASS'N. - SEPT. 21, 1940

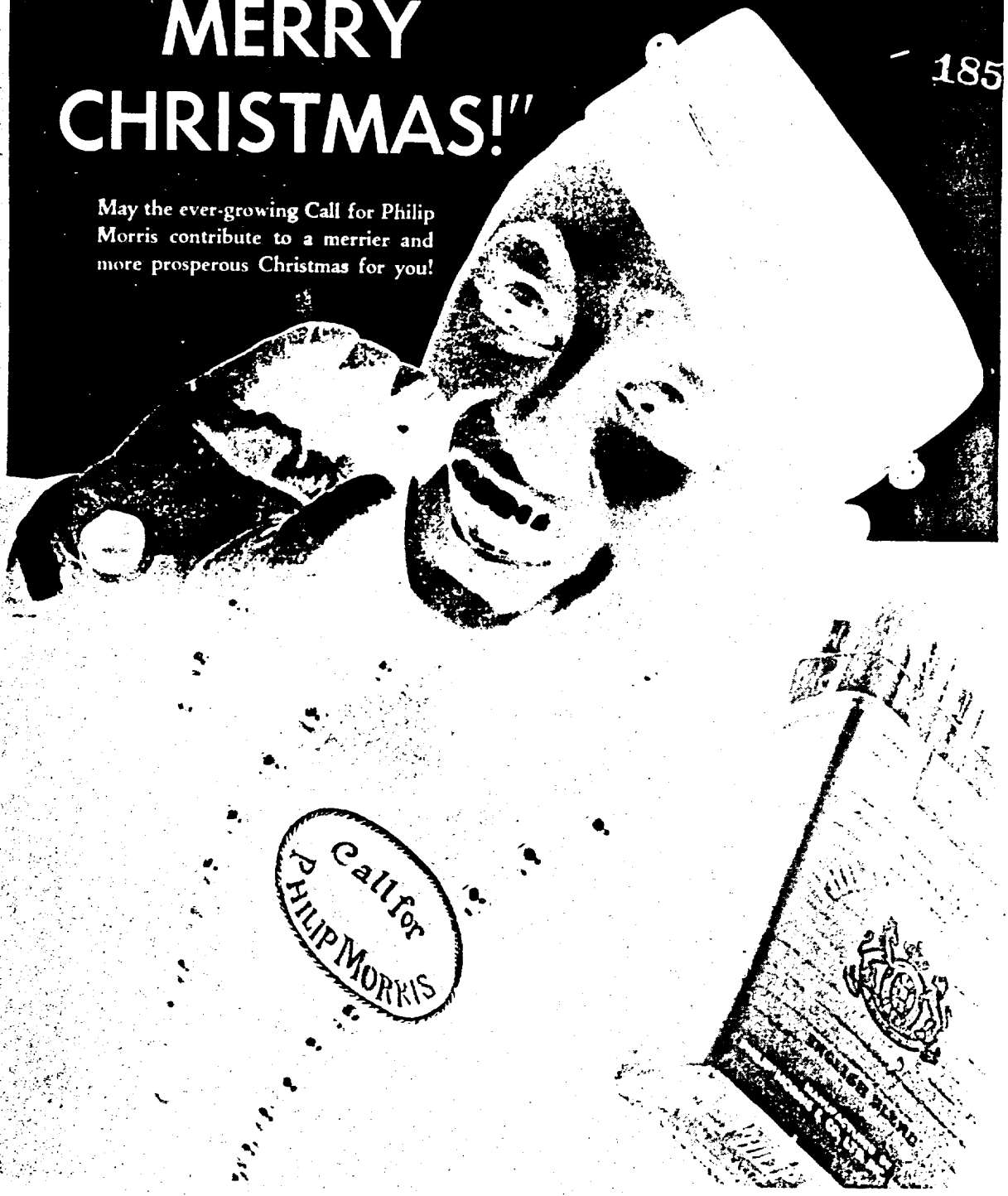
1003071285

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

"CALL FOR A VERY MERRY CHRISTMAS!"

185

May the ever-growing Call for Philip Morris contribute to a merrier and more prosperous Christmas for you!



CALL FOR PHILIP MORRIS

AMERICA'S FINEST 15¢ CIGARETTE

1003071286

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000/2-93

NARD JOURNAL - DEC. 19, 1940

1003071287

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

For your patients who inhale

All **smokers inhale *some* of the time and thereby increase the possibility of irritation.**

MAY WE therefore suggest, for your patients who smoke, the protection of Philip Morris—proved* definitely and measurably less irritating.

PHILIP MORRIS

Philip Morris & Company, Ltd., Inc., 119 Fifth Avenue, New York

*Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154—Laryngoscope, Jan. 1937, Vol. XLVII, No. 1, 58-60 Proc. Soc. Exp. Biol. and Med., 1934, 32, 241—N. Y. State Journ. Med., Vol. 35, 6-1-35, No. 11, 590-592

1003071288

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

12-94

JRNL. AMERICAN MEDICAL ASS'N. - APRIL 12, 1941

1003071289

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

May

NORTHWEST MEDICINE ADVERTISER

AT MEDICAL CONVENTIONS

PHILIP MORRIS cigarettes are exhibited to the doctors...

Because Philip Morris has an advantage *scientifically demonstrable*, i.e.—

TESTS* showed that when smokers changed to Philip Morris, every case of irritation of the nose and throat due to smoking cleared completely or definitely improved.

*Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154
Laryngoscope, Jan. 1937, Vol. XLVII, No. 1, 58-60

Philip Morris & Company, Ltd., Inc., 119 Fifth Avenue, New York

1003071290

12-95

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

JCURNAL AMERICAN MEDICAL ASS'N * APRIL 19. 1941

Journal of Kansas medical Society - May, 1941 p. 227

1003071291

Source: https://www.industrydocuments.ucsf.edu/docs/

183

All smokers inhale—

at least some of the time

SOME smokers inhale always — some only now and then — and when they do, isn't it true that exposure to irritation increases? Important, therefore, to smokers is this proved* Philip Morris advantage:

"ON COMPARING — THE IRRITANT QUALITY IN THE SMOKE OF THE FOUR OTHER LEADING BRANDS WAS FOUND BY RECOGNIZED LABORATORY TESTS TO AVERAGE MORE THAN THREE TIMES THAT OF THE STRIKINGLY CONTRASTED PHILIP MORRIS! FURTHER — THE IRRITANT EFFECT OF SUCH CIGARETTES WAS OBSERVED TO LAST MORE THAN FIVE TIMES AS LONG!"

PHILIP MORRIS

Philip Morris & Company, Ltd., Inc., 119 Fifth Ave., New York

*Facts from Proc. Soc. Exp. Biol. & Med. 1940, 42: 241-243; N. Y. State Jl. of Med. Vol. [illegible] No. 11 [illegible]; Arch. of Otolaryngology, Mar. 1936, Vol. 23, No. [illegible]

1003071292

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

JRNL. AMERICAN MEDICAL ASS'N. - MAY 3, 1941

Journal of Kansas Med Society July, 1941 Pg 313

1003071293

Source: https://www.industrydocuments.ucsf.edu/docs/xmkb0000

For smokers who inhale...

(and *all* smokers inhale *some* of the time)

Observe this difference between Philip Morris and other cigarettes*:—

THE FOUR OTHER LEADING BRANDS WERE ALIKE IN ONE RESPECT—THEIR IRRITANT QUALITIES AVERAGED TWO HUNDRED AND THIRTY FIVE PER CENT HIGHER THAN THE STRIKINGLY CONTRASTED PHILIP MORRIS! FURTHER — THE IRRITANT EFFECT OF SUCH CIGARETTES WAS OBSERVED TO LAST MORE THAN FIVE TIMES AS LONG!

PHILIP MORRIS

Philip Morris & Company, Ltd., Inc., 119 Fifth Avenue, New York

**Facts from:* Proc. Soc. Exp. Biol. & Med., 1934, 32, 241-245

1003071294

17-97

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

JRNL. AMERICAN MEDICAL ASS'N. - MAY 10, 1941

STATE MEDICAL JOURNALS - JUNE 1941

NARD JOURNALS - OCT. 2., 1941

1003071295

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

+ March 22, 1941

190

Here's why you find PHILIP MORRIS cigarettes

exhibited at medical conventions

Because PHILIP MORRIS has a message of significance to the doctors:

TESTS* showed that when smokers changed to Philip Morris, every case of irritation of the nose and throat due to smoking cleared completely or definitely improved.

*Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154
Laryngoscope, Jan. 1937, Vol. XLVII, No. 1, 58-60

Philip Morris & Company, Ltd., Inc., 119 Fifth Avenue, New York

1003071296

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

JOURNAL AMERICAN MEDICAL ASS'N - JUNE 7, 1941

1003071297

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

191

"HOW MUCH DO YOU SMOKE?"

is only part of the question!

Far more important than "How many cigarettes do you smoke?" may be the question, "How irritating is your cigarette?"

Recognized laboratory tests* showed that the irritant quality in the smoke of four other leading brands averaged more than three times the strikingly contrasted Philip Morris.

The possibility of irritation from smoking can be minimized by suggesting a change to Philip Morris.

PHILIP MORRIS

Philip Morris & Company, Ltd., Inc., 119 Fifth Avenue, New York

*Facts from: Proc. Soc. Exp. Biol. & Med., 1934, 32, 241-245; N. Y. State Jrnl. of Med. Vol. 35, No. 11,590; Arch. of Otolaryngology, Mar. 1936, Vol. 23, No. 3,306

1003071298

12-99

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

JOURNAL AMERICAN MEDICAL ASS'N - SEPT. 13, 1941

STATE MEDICAL JOURNALS - NOV. 1941

Journal of Kansas Medical Society Nov, 1941 P.493

1003071299

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

WHAT HAPPENS WHEN SMOKERS INHALE?

192

(and all smokers do—some of the time)

When smokers inhale, naturally exposure to irritation increases. In recognized laboratory tests*, the irritant quality of the smoke of the four other leading brands averaged *more than three times that of the strikingly contrasted Philip Morris.*

Further—the irritant effect of such cigarettes was observed to last more than 5 times as long*.

The more smokers inhale, the more important for them to change to Philip Morris.

PHILIP MORRIS

PHILIP MORRIS & COMPANY, LTD., INC.,
119 FIFTH AVENUE, NEW YORK

*Facts from *Proc. Soc. Exp. Biol. & Med.*, 1934, 32,241 *N. Y. State Jour. Med.*, Vol. 15, No. 11,590 *Arch. Otolaryngology*, Mar. 1936, Vol. 23, No. 3,306

1003071300

17-100

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

JRNL. AMERICAN MEDICAL ASS'N * SEPT. 27, 1941

STATE MEDICAL JRNLS. - OCT. 1941

1003071301

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

193

Important

to you and your patients who inhale *(and all smokers do—sometimes)*

Especially significant when smokers inhale is the proved advantage of Philip Morris, as indicated in recognized laboratory tests: i.e.

The irritant quality in the smoke of four other leading brands averaged more than three times that of the strikingly contrasted Philip Morris.*

Further—the irritant effect of such cigarettes was observed to last more than 5 times as long.*

PHILIP MORRIS

Philip Morris & Company, Ltd., Inc., 119 Fifth Avenue, New York

*Facts from: Proc. Soc. Exp. Biol. & Med., 1934, 32, 241-245; N. Y. State Jnl. of Med. Vol. 35, No. 11,590; Arch. of Otolaryngology, Mar. 1936, Vol. 23, No. 3,306

12-101

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

JRNL. AMER. MEDICAL ASSN - OCT. 11, 1941

1003071303

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

194

Smokers Can't Help Inhaling—but

they can help reduce sources of irritation

ALL those who smoke inhale — at least sometimes. And *when* they inhale, the danger of irritation increases. Therefore, the importance of this Philip Morris advantage:

The irritant quality in the smoke of four other leading brands was shown in recognized laboratory tests* to average *more than three times that of the strikingly contrasted Philip Morris.*

Further—the irritant effect of such cigarettes was observed to last *more than 5 times as long!*

A change to Philip Morris cigarettes will minimize irritation due to smoking.

PHILIP MORRIS

PHILIP MORRIS & CO., LTD., INC. 119 FIFTH AVE., NEW YORK

*Facts from: Proc. Soc. Exp. Biol. & Med., 1934, 32, 241-245; N. Y. State Jrl. of Med. Vol. 35, No. 11,590; Arch. of Otolaryngology, Mar. 1936, Vol. 23, No. 3,306.

1003071304

12-102

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

JRNL. AMERICAN MEDICAL ASS'N. - DEC. 20, 1941

STATE MEDICAL JOURNALS - DEC. 1941

1003071305

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

An advantage not to be overlooked

Before Philip Morris, there was no radical difference in cigarettes. The new Philip Morris method of manufacture opens a new era — marks a major cigarette advancement.

It has been reported that when smokers changed to Philip Morris, every case of irritation of the nose and throat due to smoking, cleared completely or definitely improved.*

Smoke Philip Morris. Suggest them for your patients. Verify for yourself the definite superiority of Philip Morris Cigarettes.

PHILIP MORRIS

Philip Morris & Company, Inc., 119 Fifth Avenue, New York

* Proc. Soc. Exp. Biol. and Med., 1934, 32, 241-245
N. Y. State Jour. Med., 1935, 35-No. 11, 590
Laryngoscope, 1935, XLV, 149-154
Laryngoscope, 1937, XLVII, 58-60

Buy Relief Fund Seals

1003071306

12-103

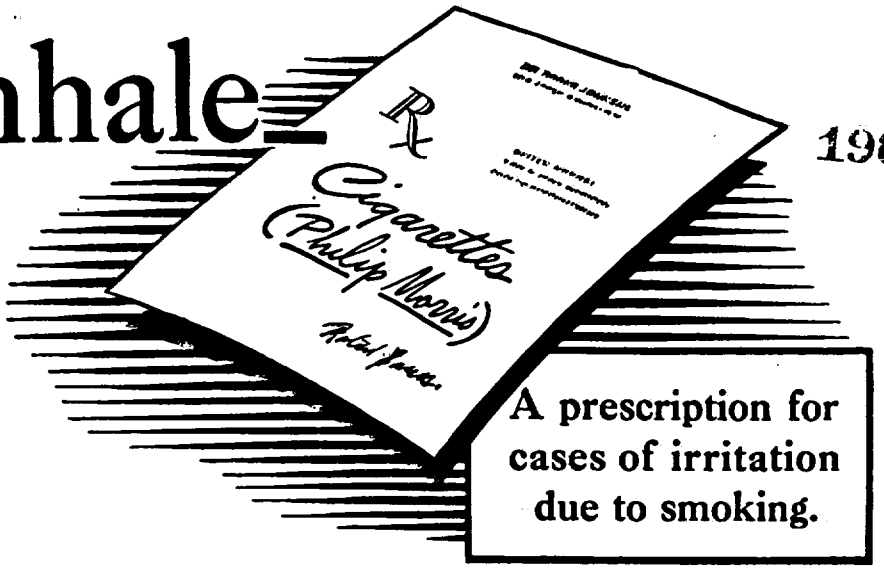
Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

JOURNAL AMERICAN DENTAL ASS'N - DEC. 1941

1003071307

Source: https://www.industrydocuments.ucsf.edu/docs/xmxf0000

Because all smokers inhale



196

Whether they know it or not——*you* know all smokers inhale (at least some of the time) . . . and inhaling, they increase the possibility of irritation.

Prescribing a change to Philip Morris cigarettes is important because:

In recognized laboratory tests* the irritant quality of the smoke of four other leading brands averaged *more than three times that of Philip Morris.*

Further, the irritant quality was observed to last *more than five times as long.*

PHILIP MORRIS

PHILIP MORRIS & CO., LTD., INC. 119 FIFTH AVE., NEW YORK

*Facts from: *Proc. Soc. Exp. Biol. & Med.*, 1934, 32, 241-245; *N. Y. State Jrl. of Med.* Vol. 35, No. 11,590; *Arch. of Otolaryngology*, Mar. 1936, Vol. 23, No. 3,306.

1003071308

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

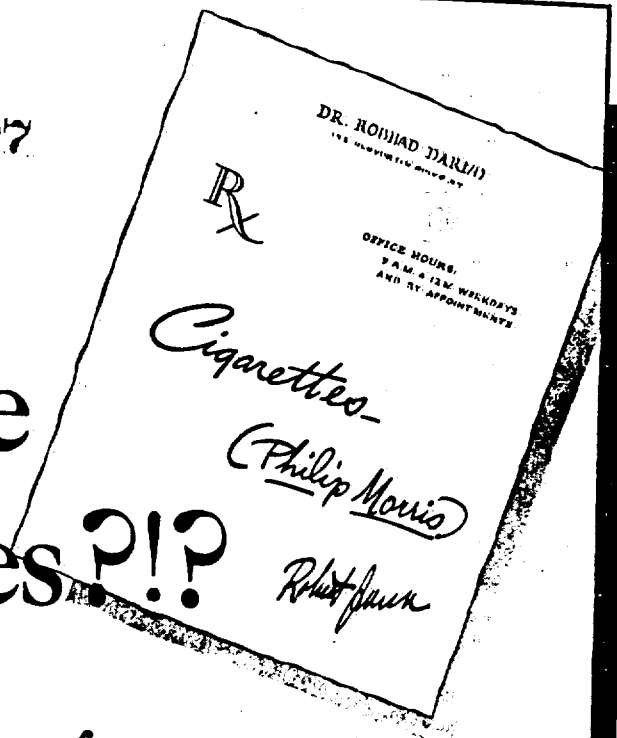
JOURNAL AMER. MEDICAL ASS'N. - JAN. 3, 1942

1003071309

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

197

What! — Prescribe Cigarettes?!?



It's protection for smokers who inhale —

and all smokers do sometimes

RECOGNIZED laboratory tests have conclusively proved the advantage of Philip Morris over other cigarettes, i.e.

The irritant quality of the smoke of four other leading brands averaged *more than three times that of the strikingly contrasted Philip Morris.*

Further—the irritant effect of such cigarettes was observed to last *more than five times as long.**

PHILIP MORRIS

PHILIP MORRIS & CO., LTD., INC. 119 FIFTH AVE., NEW YORK

**Facts from: Proc. Soc. Exp. Biol. & Med., 1934, 32, 241-245; N. Y. State Jrl. of Med. Vol. 35, No. 11,590; Arch. of Otolaryngology, Mar. 1936, Vol. 23, No. 3,306.*

1003071310

12-105

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

JRNL. AMERICAN MEDICAL ASS'N. - JAN. 24, 1942

STATE MEDICAL JRNLS. - FEB. 1942

1003071311

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

WHEN TREATING FOR CONGESTION OF THE UPPER RESPIRATORY TRACT

why not make this test?

Reports* show that Philip Morris Cigarettes are measurably less irritating than other cigarettes.

Whether that difference is important to your patients who smoke, you can readily determine for yourself by testing Philip Morris on patients under treatment for congestion of some portion of the upper respiratory tract.

Your own personal observations will dictate your future recommendation.

PHILIP MORRIS

PHILIP MORRIS & CO. LTD., INC.
119 FIFTH AVENUE, N. Y.

* *Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154—*
Laryngoscope, Jan. 1937, Vol. XLVII, No. 1, 58-60

1003071312

12-106

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

JRNL. AMERICAN MEDICAL ASS'N. - JAN. 31, 1942
FEB. 7, 1942
FEB. 21, 1942

1003071313

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

ON REQUEST:

SMOKING STUDIES

from completely reliable sources

Because it is good scientific practice to rely on work done by others, *provided the source of the investigation is recognized as competent and authoritative* . . . we shall be happy to send you, upon request, reprints of papers published* on the influence of hygroscopic agents on irritation from cigarette smoke.

PHILIP MORRIS

PHILIP MORRIS & CO. LTD., INC.

119 FIFTH AVENUE, N. Y.

* *Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154—Laryngoscope, Jan. 1937, Vol. XLVII, No. 1, 58-60 Proc. Soc. Exp. Biol. and Med., 1934, 32, 241—N. Y. State Journ. Med., Vol. 35, 6-1-35, No. 11, 590-592*

1003071314

12-107

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

JRNL. AMER. MEDICAL ASS'N. - FEB. 28, 1942

STATE MEDICAL JRNLS. - MARCH 1942

1003071315

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

TO A PEOPLE

TENSE, PERHAPS SMOKING

MORE THAN USUAL...

Philip Morris makes this unequivocal statement:

ONLY PHILIP MORRIS CIGARETTES HAVE BEEN PROVED* DEFINITELY AND MEASURABLY LESS IRRITATING TO THE SENSITIVE MEMBRANES OF THE NOSE AND THROAT.

In the interest of greater well being may we suggest for your patients who smoke a change to Philip Morris cigarettes.

PHILIP MORRIS

PHILIP MORRIS & CO. LTD., INC.
119 FIFTH AVENUE, N. Y.

1003071316

* *Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154—Laryngoscope, Jan. 1937, Vol. XLVII, No. 1, 58-60*

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

201

What better proof of Philip Morris superiority:—

EVEN *more* conclusive than the obvious improvement in patients' conditions* on changing to PHILIP MORRIS cigarettes is this:

ON CHANGING BACK TO OTHER CIGARETTES, CONGESTION RETURNED IN 80% OF THE CASES.**

PHILIP MORRIS

PHILIP MORRIS & CO., LTD., INC.

119 FIFTH AVENUE, NEW YORK, N. Y.

* *Irritation of the nose and throat due to smoking.*

** *Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154.*

1003071317

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

-109

JRNL. AMERICAN MEDICAL ASS'N. - MAR. 14, 1942

STATE MEDICAL JRNLS. - APRIL, 1942

1003071318

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

202

Eye-witness Reports

DOCTORS who have tested PHILIP MORRIS on their *own* patients . . . and made their own observations . . . are the best friends PHILIP MORRIS has.

It is one thing to *read* results in a published research. Quite another to see with your own eyes how irritation of the nose and throat due to smoking diminishes on changing to PHILIP MORRIS.

May we suggest that you make your own tests?

PHILIP MORRIS

PHILIP MORRIS & CO., LTD., INC.

119 FIFTH AVENUE, NEW YORK, N. Y.

1003071319

12-110

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

Journal American Medical Ass'n. - March 21, 1942
April 18, 1942

1003071320

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

Doctor—as Judge

PHILIP MORRIS suggests *you* judge . . . from the evidence of your own *personal* observations . . . the value of PHILIP MORRIS Cigarettes to your patients with smokers' cough.

PUBLISHED STUDIES* SHOWED 3 OUT OF EVERY 4 CASES CLEARED COMPLETELY ON CHANGING TO PHILIP MORRIS

But naturally, no published tests, no matter how authoritative, can be as completely convincing as results you will observe for yourself.

PHILIP MORRIS

PHILIP MORRIS & CO., LTD., INC.

119 FIFTH AVENUE, NEW YORK, N. Y.

*Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154. Laryngoscope, Jan. 1937, Vol. XLVII, No. 1, 58-60

1003071321

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

JOURNAL AMERICAN MEDICAL ASS'N. - MAR. 28, 1942
MAY 16, 1942

1003071322

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

An Invitation from

PHILIP MORRIS

We extend to you a cordial invitation to visit our exhibit at the meeting of the Medical Society of the State of New York, Booth No. 25. You will find our exhibit of considerable interest, both for your own smoking pleasure and your professional work.

It will demonstrate scientific methods used to determine the influence of hygroscopic agents on irritation due to smoking. It will demonstrate the distinct advantages of Philip Morris over cigarettes made by the ordinary method of manufacture.

Philip Morris & Co. Ltd., Inc., 119 Fifth Ave., N.Y.

1003071323

IZ-112

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

NEW YORK STATE JOURNAL OF MEDICINE - APRIL, 1942

1003071324

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

Take no one's word but your own

as to the advantages of any one cigarette for patients with congestion of the respiratory tract

THE published studies on cigarette differences are merely a starting point. It is only when doctors make their *own* tests . . . on their *own* patients who smoke . . . that they are fully convinced of PHILIP MORRIS superiority.

That is why we suggest that *you* try PHILIP MORRIS on *your* patients. Your findings will confirm the published studies* which showed that:

ON CHANGING TO PHILIP MORRIS CIGARETTES, EVERY CASE OF IRRITATION OF THE NOSE AND THROAT DUE TO SMOKING CLEARED COMPLETELY OR DEFINITELY IMPROVED.

PHILIP MORRIS

PHILIP MORRIS & CO., LTD., INC.

119 FIFTH AVENUE, NEW YORK, N. Y.

*Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154. Laryngoscope, Jan. 1937, Vol. XLVII, No. 1, 58-60

1003071325

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

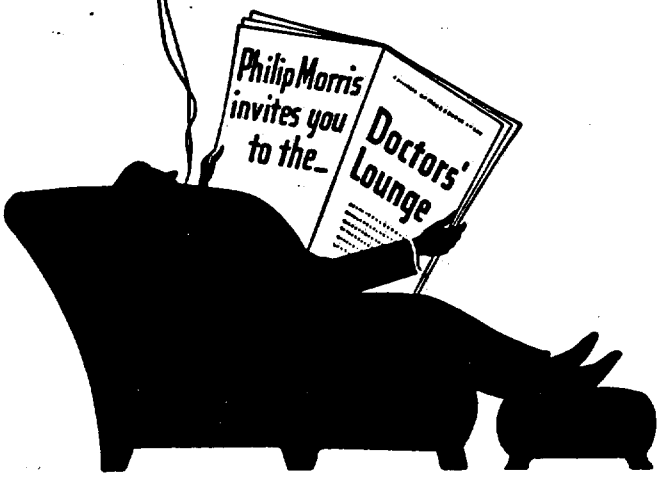
JOURNAL AMERICAN MEDICAL ASS'N. - APRIL 4, 1942

1003071326

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

AT THE A. M. A. CONVENTION

206



Make the Doctors' Pan-American Lounge your Atlantic City Club

YOU'LL find it in the Atlantic City Auditorium, on the exhibit floor . . . designed for your comfort. Drop in. Rest . . . read . . . smoke . . . or just chat.

Write your letters, too—stationery and stenographic service with our compliments. Get your 'phone messages there. And your mail. You can have your letters addressed *Doctors' Lounge, Auditorium, Atlantic City.*

Ask at the Lounge for any service that you fancy. We don't promise to deliver, but we certainly promise to try.

Philip Morris

& CO., LTD., INC., 119 FIFTH AVENUE, NEW YORK

• ***Be sure to visit the Philip Morris Exhibit . . . Space 11-M***

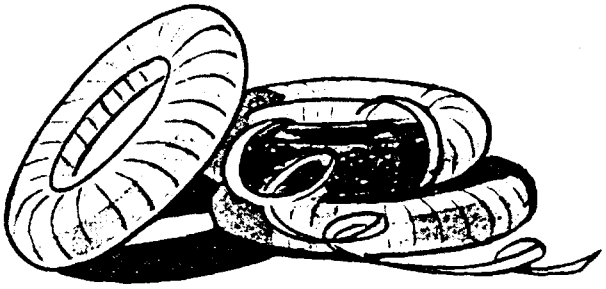
1003071327

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

JRNL. AMERICAN MEDICAL ASS'N. - JUNE 6, 1942

1003071328

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000



30,000 MILES EACH WOULDN'T YOU SAY?

Barring accidents, tires *made* alike will *act* alike. And the same goes for cigarettes. Only a cigarette made *differently* can be expected to have a different effect on the smoker.

PHILIP MORRIS is less irritating to the nose and throat* because of its distinctive method of manufacture. You can easily confirm that statement by making your own tests. Won't you try PHILIP MORRIS on your patients who smoke?

PHILIP MORRIS

PHILIP MORRIS & CO., LTD., INC.
119 FIFTH AVENUE, N. Y.

* *Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154*
Laryngoscope, Jan. 1937, Vol. XLVII, No. 1, 58-60

TO PHYSICIANS WHO SMOKE A PIPE: We suggest an unusually fine new blend—COUNTRY DOCTOR PIPE MIXTURE. Made by the same process as used in the manufacture of Philip Morris Cigarettes.

1003071329

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

JOURNAL AMERICAN MEDICAL ASS'N. - AUG. 1, 1942

Journal of Kansas Medical Society Page 499

1003041330

Source: https://www.industrydocuments.ucsf.edu/docs/xkgb0000

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HERE ARE THE FACTS, TO DATE, ON SMOKING:

IN 1933: Because of a new method of manufacture, PHILIP MORRIS introduced the first drastic improvement in cigarette manufacture, accompanied by *a definite improvement in effect on smokers.*

UP TO 1942: PHILIP MORRIS have shown the greatest percentage of increase in sales of *any cigarette.*

THE REASON: PHILIP MORRIS are *different* from other cigarettes. Repeated tests* have proved the distinctive method of manufacture makes them *definitely and measurably less irritating to the smoker's nose and throat.*

YOUR OWN CHECK-UP will quickly *confirm* that statement. Why not try PHILIP MORRIS on your patients who smoke . . . and see the results for yourself?

PHILIP MORRIS

PHILIP MORRIS & CO., LTD., INC.
119 FIFTH AVENUE, N. Y.

* *Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154; Laryngoscope, Jan. 1937, Vol. XLVII, No. 1, 58-60*

TO PHYSICIANS WHO SMOKE A PIPE: We suggest an unusually fine new blend—COUNTRY DOCTOR PIPE MIXTURE. Made by the same process as used in the manufacture of Philip Morris Cigarettes.

1003071331

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

19-116

JOURNAL AMERICAN MEDICAL ASS'N. - AUG. 8, 1942

Journal of the Kansas medical Society Jan. 1943 P. 29

1003071332

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

"WHAT ARE THE MAGIC WORDS?"

No magic words, no magic wand can improve a cigarette. *Something more tangible is needed.*

PHILIP MORRIS superiority is due to a different method of manufacture, which produces a cigarette *proved* definitely less irritating to the smoker's nose and throat.*

Perhaps you prefer to make your *own* tests. Many doctors do. And may we add, *those* are the doctors who become PHILIP MORRIS' staunchest friends.

PHILIP MORRIS

PHILIP MORRIS & CO., LTD., INC.
119 FIFTH AVENUE, N. Y.

* *Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154*
Laryngoscope, Jan. 1937, Vol. XLVII, No. 1, 58-60

TO PHYSICIANS WHO SMOKE A PIPE: We suggest an unusually fine new blend—COUNTRY DOCTOR PIPE MIXTURE. Made by the same process as used in the manufacture of Philip Morris Cigarettes.

1003071333

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

JRNL. AMERICAN MEDICAL ASS'N. - AUG. 15, 1942

Journal of Kansas Medical Society - Nov, 1942 P. 467

1003071834

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000

INTERESTED IN CIGARETTE ADVERTISING?

Words, claims, clever advertising do sell plenty of products. But obviously they do not change the product itself.

That PHILIP MORRIS are less irritating to the nose and throat is not a claim. It is the result of a difference in manufacture, *proved** advantageous over and over again.

But why not make your *own* tests? Why not *try* PHILIP MORRIS on your patients who smoke, and *confirm* the effects for yourself.

PHILIP MORRIS

PHILIP MORRIS & CO., LTD., INC.
119 FIFTH AVENUE, N. Y.

* *Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154*
Laryngoscope, Jan. 1937, Vol. XLVII, No. 1, 58-60

TO PHYSICIANS WHO SMOKE A PIPE: We suggest an unusually fine new blend—COUNTRY DOCTOR PIPE MIXTURE. Made by the same process as used in the manufacture of Philip Morris Cigarettes.

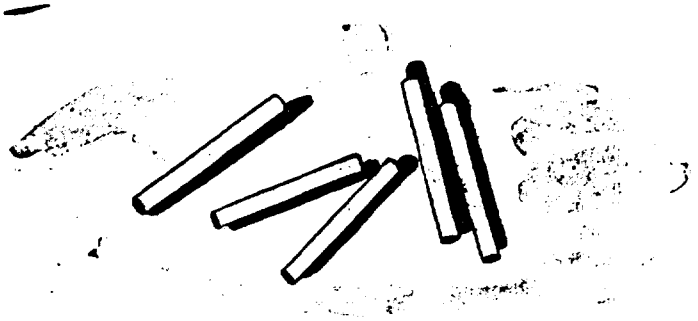
1003071335

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000 - 118

JOURNAL AMERICAN MEDICAL ASS'N. - AUG. 22, 1942

1003071336

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000



ALIKE TO THE EYE... *YES*

But *only* to the eye! To the sensitive tissues of the nose and throat, PHILIP MORRIS are vastly different... made differently... a cigarette proved* over and over again to be *definitely and measurably less irritating.*

Your own tests will convince you more than any printed word. Why not observe the effects of PHILIP MORRIS for yourself, on your patients who smoke?

PHILIP MORRIS

PHILIP MORRIS & CO., LTD., INC.
119 FIFTH AVENUE, N. Y.

* *Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154*
Laryngoscope, Jan. 1937, Vol. XLVII, No. 1, 58-60

TO PHYSICIANS WHO SMOKE A PIPE: We suggest an unusually fine new blend—COUNTRY DOCTOR PIPE MIXTURE. Made by the same process as used in the manufacture of Philip Morris Cigarettes.

1003071337

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000 - 119

JOURNAL AMERICAN MEDICAL ASS'N. - AUG. 29, 1942

1003071338

Source: https://www.industrydocuments.ucsf.edu/docs/ymkk0000